

## MARKETING COMMUNICATION IMPLEMENTATION ON INFORMAL EDUCATIONAL INSTITUTIONS "SEAMAN'S ENGLISH EDUCATION INDONESIA"

**Aldi Satrio Herlambang**

London School of Communication Studies Jakarta

Email: [aldi.satrio.herlambang@gmail.com](mailto:aldi.satrio.herlambang@gmail.com)

### ABSTRACT

Seaman's English Education Indonesia (SEE Indonesia) is an informal educational institution located in North Jakarta that offers a variety of courses for seafarers, mainly the Marlins Test course, and an English language test for seafarers. Because it's new, the level of brand awareness by consumers should be still very low. Based on data from customer visits to SEE Indonesia per year since its inception, only 768 people have visited SEE Indonesia, whether they only came or used the services of courses. This number is still very small compared to the total number of Indonesian seafarers, which are around 850,000. Therefore a marketing communication program is needed so that SEE Indonesia can increase brand awareness and win the market from its competitors. To increase the brand awareness of SEE Indonesia, then in this work, the writer will use the Participatory Action Research method, where this method will involve people involved in existing problems to actively participate so that they are expected to get a solution right. The results of the Participatory Action Research will then become material information for the SOSTAC theory that will be used to create the SEE Indonesia marketing communication program.

### Keywords:

SOSTAC, Participatory Action Research, Marketing Communication, Informal Education Institutions

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## BACKGROUNDS

Brand Awareness is the ability of a consumer to identify a brand (both recognize and remember it) with certain details (symbols, sounds, images, etc.) in making a purchase. Brand awareness does not require a consumer to remember the name of a brand, but only to remember the small details of a brand, for example in the form of symbols, sounds, colors, functions, etc. Brand awareness also plays a role in influencing consumer purchasing decisions. Consumers will choose a product or service that is more familiar than to buy a product or service that has never been known at all.

With high brand awareness, it allows companies to increase sales of their products or services. Therefore, gaining brand awareness in consumers is one of the marketing objectives that companies need to aim at. To create brand awareness in consumers, it takes a stimulus or things that can stimulate the emergence of brand awareness. One way to get brand awareness is to conduct marketing communication activities.

Seaman's English Education Indonesia (SEE Indonesia) is a small company that has just been established since 2017 which has a business as an informal education institution, specifically an English language course located in North Jakarta. SEE Indonesia offers a variety of courses for seafarers, but mainly the Marlins Test course aimed at Indonesian seafarers as a target market.

One of the main reasons for the establishment of SEE Indonesia was that it began with a lot of discussion about the problems that existed among Indonesian seamen, namely the Marlins Test. The Marlins Test is an English-language

test established by an American company called Marlins, where the Marlins Test is used as a benchmark for how much seafarers' ability to communicate in English, especially in shipping and maritime or maritime fields. This has become a frightening specter every time Indonesian seafarers want to work in foreign companies in pursuit of high salaries. The Marlins Test is a mandatory requirement for seafarers where the minimum score obtained to pass is 80% for each subject ( *Listening, Grammar, Vocabulary, Time & Numbers, Pronunciation, and Reading* ) with a total of 80 questions.

As a newly established informal education institution, it is appropriate that the level of brand awareness by consumers is very low. Based on the visit data available at SEE Indonesia, only 768 people have already come whether they only came or also used the services of the course. The number is still very small when compared to the total number of Indonesian sailors, which is around 850,000 people. Therefore a marketing communication program is needed so that SEE Indonesia can increase brand awareness in the target market.

In the industry or field of English courses for seafarers who offer Marlins Test solutions, there are 3 institutions including SEE Indonesia, the other two are Tivas Marin Servis and Master Key Indonesia. Through a brief analysis, Tivas Marin Servis is still number one, while SEE Indonesia is always competing with Master Key Indonesia. That is because the Tivas Marin Service was first established.

Previously, the author had conducted a brief interview with 10 alumni of SEE Indonesia students who were asked about two things:

1. Why do you feel you need a

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Marlins Test education/  
course?  
2. Why did you choose to SEE  
Indonesia as the place for the  
Marlins Test course?

Then came the conclusion of the answer that 9 people answered that the Marlins Test is an English test for seafarers who uses maritime terms and terminology that is very difficult where at school or teaching education about it is not enough to obtain so that they need to study on their own or find a place to learn The Marlins Test has professional and reliable teachers who know the techniques and tips for doing the Marlins Test in order to pass, and they know and choose to SEE Indonesia because they get information from the agency where they apply for a job.

From these conclusions, it can be said that SEE Indonesia has the *values* and solutions that are needed by its target market. But so far, SEE Indonesia has not implemented sufficient marketing communications. Referring to the difficulty of the Marlins Test on the target market and in order to increase awareness of the SEE Indonesia brand, in this work the author will use the *Participatory Action Research* method, where this method will involve people involved in the existing problems to actively participate so that it is expected to get a solution right. Results of the Participatory Action Research then will be material to the theory SOSTAC information that will be

used to create marketing communications programs SEE Indonesia.

## FINDINGS AND DISCUSSION

Planning the implementation of marketing communications campaigns to increase awareness of the target market and make SEE Indonesia the Top of Mind is guided by a book by PR Smith entitled *eMarketing eXcellence: Planning and Optimizing Your Digital Marketing*. Where in the book described the planning system called SOSTAC.

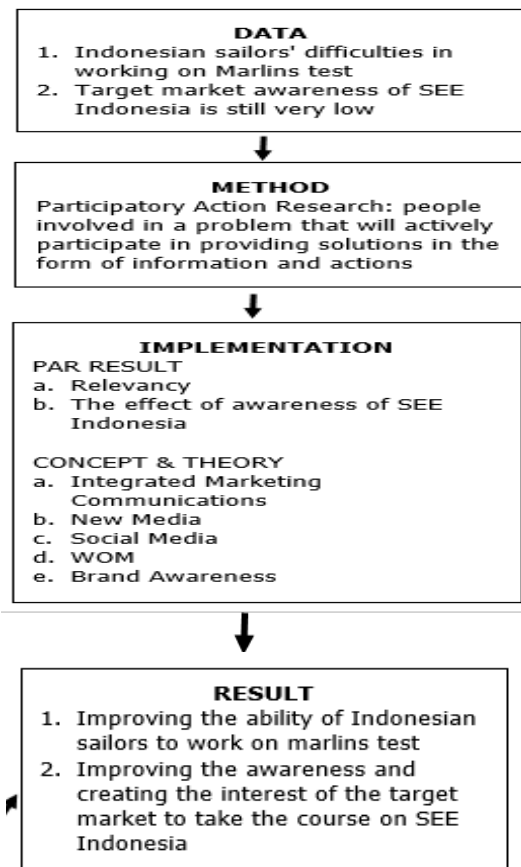
Through SOSTAC we will conduct a review of the situation around the business, set goals based on a situation analysis, plan the strategies needed to achieve these objectives, make tactics as a detailed derivative of each strategy, establish responsibility and time for implementing the strategy these tactics, as well as finally carry out control or evaluation of the activities that have been carried out.

The author will also use the *Participatory Action Research* method which will be applied to SOSTAC. *Participatory Action Research* is research that actively involves all relevant parties (*stakeholders*) in assessing ongoing actions (where their own experience is the problem) to make changes and improvements for the better. Underlying the undertaking of *Participatory Action Research* is our need to get the desired change.

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Following are the planning steps:



**Figure 1. Research Plan**

The SOSTAC steps are as follows:

1. S - *Situation Analysis*, which means where we are now
2. O - *Objectives*, the goals we will achieve
3. S - *Strategy*, a way to achieve goals
4. T - *Tactics*, aspects of strategy
5. A - *Action*, implementation or application
6. C - *Control*, a monitor, check the activities carried out

Based on the results of the Participatory Action Research method, the *Strategy* can be concluded in the form of:

1. Content creation in the form of testimonials from seamen

produced by SEE Indonesia students

2. Provision of a free trial and guidance program as a sample

Referring to the two strategies above, it will be processed again into tactics, namely:

1. Content in the form of testimonials posted on SEE Indonesia's social media accounts for 3 months so that the content will be easily shared and it is hoped that the AISAS process will occur
2. Creating a free trial and guidance program called "FREE TRIAL TEST", in which besides this is expected to create awareness, it is also expected that service use transactions can occur if processed properly.

The SOSTACs applied are as follows:

#### **SITUATION ANALYSIS**

Newly established at the end of 2017, Seaman's English Education Indonesia is an informal education institution that provides maritime English courses for seafarers as the main consumers.

The main problem is that in recent years, there has been a frightening specter for Indonesian seafarers who want to work in foreign companies or operate on foreign ships, which are required to have a Marlins Test certificate with a minimum passing score of 80% from each section (Listening, Grammar, Vocabulary, Time & Numbers, Pronunciation, Reading). This test is almost similar to the TOEFL or IELTS test but it uses the terms and terms of maritime maritime and shipping knowledge. As a result of these regulations, many Indonesian seafarers were replaced by seafarers from other countries such as the Philippines,

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Ukraine, and India because Indonesian sailors lost when competing in English as the main language used because it is an international language. The next problem is that in Indonesia, English lessons for seafarers are still lacking, as evidenced by the news displayed in the background of this work. Many factors affect the inability of Indonesian seafarers to communicate in English, but let's focus for the time being that they need maritime English education to pass the Marlins Test.

SEE Indonesia help in the problems above, it needs to be widely known first, at this time only very few know the existence of SEE Indonesia. Of the total number of Indonesian seafarers registered

around 850,000 people, of whom about 400,000 work abroad, who have been SEE Indonesia customers from December 2017 until now in February 2019 (a period of 1 year and 2 months) is around 500 people. The number is still very small when compared to the total Indonesian seafarers or even those who work abroad, but this is also an opportunity to SEE Indonesia.

**Figure 2. SEE Indonesia logo**



**Table 1. SEE Indonesia Profile**

<b>INDONESIA SEE PROFILE</b>	
Since	: December 2017
Location	: Jl. Plumpang Semper Raya, North Jakarta
Human Resources	: <p><b>Internal</b>                      The total number of human resources at SEE Indonesia is 6 people, which are described as follows:</p> <ul style="list-style-type: none"> <li>• 2 teachers</li> <li>• 1 Receptionist</li> <li>• 1 Cleaning Service</li> <li>• 1 Consultant</li> <li>• 1 Marketing &amp; Sales</li> </ul> <p><b>External</b>                      The number of human resources bound in cooperation is 10, which can be described as follows:</p> <ul style="list-style-type: none"> <li>• 5 of whom have jobs as Crewing Managers in several agencies providing job opportunities for seafarers, where every crew member who needs a Marlins Test will be given to SEE Indonesia</li> <li>• And 5 other people are contacts/influencers in each of the various seamen mess areas.</li> </ul>
Products / Services & Costs	: <ul style="list-style-type: none"> <li>• Marlins Test Course for Offshore Rp. 1,500,000</li> <li>• Marlins Test Course for Cruise Staff Rp. 1,200,000</li> <li>• Officer Competency and Safety Course for Myclin Express Offshore Rp. 1,500,000</li> <li>• Golden Rules course for TOTAL Rp. 1,500,000</li> <li>• Making a Hydrogen Sulphide Awareness (H2S) certificate of Rp. 1,500,000</li> </ul>
Class Capacity & Learning Participants	: SEE Indonesia has 2 teaching rooms, where 1 room has a capacity of 4 participants.

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Teaching Session	:	For all courses held by SEE Indonesia, they have 5 days (Monday - Friday) with two choices of study hours, namely: Morning session: 8:00 - 14:00 Evening Session: 3:00 p.m. - 9:00 p.m.
Amenities	:	The facilities referred to here are facilities that will be obtained by all participants/consumers of SEE Indonesia, namely: <ul style="list-style-type: none"> <li>• Living Room / Waiting Room with free snacks and coffee</li> <li>• Air-conditioned study room</li> <li>• Multimedia learning using computers, projectors, headsets, loudspeakers and application/training programs</li> <li>• Free photocopies, prints, and scans</li> <li>• WhatsApp SEE Indonesia group (participants and alumni) to share information such as job vacancies and others</li> </ul>

**Table 2. SWOT Analysis**

<b>Strength</b>	<ul style="list-style-type: none"> <li>• Having a reliable and professional teacher and experienced teaching Marlins Test since 2009 (part-time).</li> <li>• A very strategic location, namely in Plumpang Semper, North Jakarta. Where around this place there is high mobility of Indonesian seafarers in taking care of everything from applying for jobs, taking schools/training, and taking care of documents, as well as there, are many messes of seamen from various regions.</li> </ul>
<b>Weakness</b>	<ul style="list-style-type: none"> <li>• Still not widely known (awareness is still lacking).</li> <li>• Not yet registered as the Marlins Approved Test Center, so certificates issued are limited to use for certain regional operations.</li> <li>• It still stands only as a place, of course, does not yet have a service as an agency providing job opportunities for seamen.</li> </ul>
<b>Opportunity</b>	<ul style="list-style-type: none"> <li>• It is expected to continue to increase awareness of the target market so that it is better known.</li> <li>• It is expected to be registered as a Marlins Approved Test Center so that SEE Indonesia consumers can get a valid certificate for any operating area.</li> <li>• It is expected to develop to become an agency providing seafarers' vacancies.</li> </ul>
<b>Threat</b>	<ul style="list-style-type: none"> <li>• Theft of learning program ideas can easily occur through books or other things that have been given to consumers.</li> </ul>

### Competitor Analysis

- ♦ Tivas Marine Service  
Tivas Marine Servis is also located around North Jakarta. Apart from being a place for courses, Tivas is also an agency providing job opportunities for seafarers, where it becomes a gimmick for consumers when taking Marlin's courses in Tivas and graduating, they can simultaneously apply or get a job.
- ♦ Indonesian Key

Master Master Key Indonesia is also located around North Jakarta and has the same products and services as SEE Indonesia, although in terms of service quality it still wins SEE Indonesia because the fact is that it established Master Key Indonesia, alumni of SEE Indonesia students. This is concrete proof of the *Threat's* theft of learning program ideas.

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**Segmenting, Targeting, Positioning (STP)**

- Segmenting  
 Profession: Seaman  
 Location: Jabodetabek
- Targeting  
 Seamen who need a solution

- on passing the Marlins Test.  
 Positioning  
 Informal Education Institutions that provide seafaring course education services in Greater Jakarta.

**Marketing Mix 7P & 7C**

**Table 3. Marketing Mix**

<b>Product</b>	<b>Consumer Need</b>
1. Marlins Test Course for Offshore 2. Marlins Test Course for Cruise Staff 3. Officer Competency and Safety Course for Myclin Express Offshore 4. Golden Rules course for TOTAL 5. Making a Hydrogen Sulphide Awareness (H2S) certificate The products or services offered by SEE Indonesia are not complete enough considering that SEE Indonesia is still relatively newly established and is still very small. However, of all the products and services above, the quality is still guaranteed to be above compared to its competitors.	Of course, is a place of study or study Marlins Test that is guaranteed to pass afterward.
<b>Price</b>	<b>Cost</b>
1. Marlins Test Course for Offshore Rp. 1,500,000 2. Marlins Test Course for Cruise Staff Rp. 1,200,000 3. Officer Competency and Safety Course for Myclin Express Offshore Rp. 1,500,000 4. Golden Rules course for TOTAL Rp. 1,500,000 5. Making a Hydrogen Sulphide Awareness (H2S) certificate of Rp. 1,500,000	The cost is reasonable and following the value obtained. When compared with people whom Marlins Test itself fails repeatedly, the average cost of 3 to 4 million without any results, whereas if you take the Marlins course then the test and pass only come out 2 million rupiahs.
<b>Place</b>	<b>Convenience</b>
Plumpang Semper, North Jakarta.	Places that are easily accessible and strategic, in the sense that they are still close to or one area with other places for managing seamen, such as schools, agencies, and seamen's messes.
<b>Promotion</b>	<b>Communication</b>
The promotion that is still going on until now is if one participant brings another participant, he will get a discount of Rp. 200,000 and applies a multiple of up to a maximum of 3 other people. All forms of promotion are delivered through social media accounts, websites, and brochures and social networks such as WhatsApp groups/broadcasts.	Information that is easily obtained both online and offline. On any media, some contacts can be contacted.
<b>Browse</b>	<b>Competence</b>
Employees at SEE Indonesia consist of 2 teachers, 1 receptionist, 1 consultant, 1 marketing & sales, and 1 cleaning service. SEE Indonesian consumers are those who work as sailors.	Good and professional service.

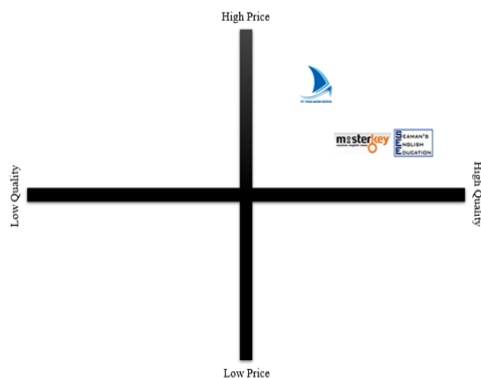
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Process	Coordination
The process or flow in taking the Marlins Test course is that consumers get information about the existence of SEE Indonesia, either through the media or through referrals from Crewing Managers at agencies. Then after that come for the education process for a week, take the Marlins Test at the Approved Test Center in Jakarta. I graduated, consumers can immediately use the certificate for job applications, if it fails, consumers can take more courses with discounts to further mature.	Coordination between consumers and employees must be good so as not to cause misunderstanding or confusion.
Physical Evidence	Comfort / Cleanliness
Currently SEE Indonesia is located in Plumpang Semper, North Jakarta, with courses that are still small but comfortable and following their functions for learning courses.	The study room is clean, air-conditioned, conducive and fragrant.

### Competitive (Perceptual) Mapping

According to data obtained from the social media accounts of each competitor, it can be concluded as follows:



**Figure 3. Competitive (Perceptual) Mapping**

### OBJECTIVES (SMART)

The objective or objective of SEE Indonesia is to increase awareness which results in increased sales. Described through SMART, namely:

- Specific, introduce SEE Indonesia to the maximum target market.
- Measurable, which increases awareness of the target market by 50%.

- Achievable, which is reaching as many as 750 people from previously only 500 people.
- Relevant, namely for SEE Indonesia to be the Top of Mind in terms of the Marlins Test course solution.
- Timebound, the SEE Indonesia marketing communication campaign program was carried out with a period of 3 months.

### STRATEGY

The strategy used is the Participatory Action Research method. With PAR, the authors believe that they will get the right solution to achieve their goals because PAR involves directly those who are involved with the subject of the Marlins Test on Indonesian sailors.

To conduct a PAR, it requires several people who can be asked for information on their knowledge, experience, and advice as well as their input to the problem at hand (Marlins Test). For this reason, two resource persons were appointed with the following personal data:

- Widi Prayogo  
 He is a 30-year-old Indonesian seaman who is working in a foreign

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company /foreign-ship, namely at ARAMCO (Arabian American Corporation). More precisely operating in the Arabian sea on Janna 36 Crew Boat as Chief Officer.

He also has the same enthusiasm as SEE Indonesia, which is improving the quality of Indonesian seafarers in terms of English, and he also knows a lot about the Marlins Test and the difficulties in dealing with it.

He is currently off-duty and is in Jakarta, then will return on-duty again in March 2019.

- Ali Nurtan

He is also an Indonesian sailor and a Captain but is not working because of the difficulties of the Marlins Test.

From the two speakers above, it was concluded that an activity should be held that could attract the attention of Indonesian sailors to find out what the Marlins Test was, how to do it, and where the right place to study.

### TACTIC

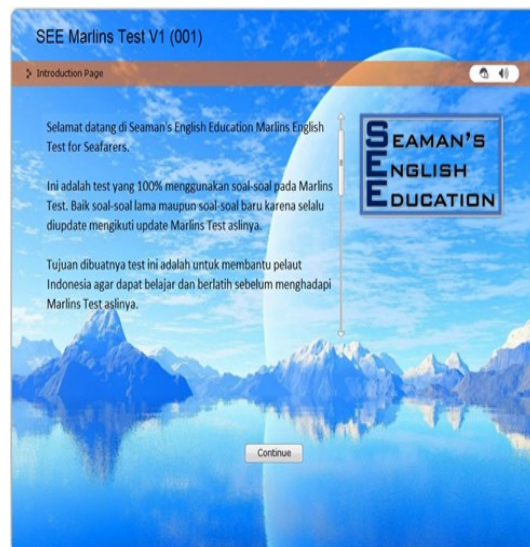
After gaining the conclusions from the speakers, the researcher formulated it and determined a tactic by holding a **Free Trial Test** event. This is an event that will run for 3 months aiming to attract the attention and interest of the target market.

Free Trial Test is the provision of free trial tests for Indonesian seamen, both those who have never or do not know what the Marlins Test as well as for those who want to measure the extent to which the ability to work on Marlins Test. The questions and programs provided are almost 100% similar to the original Marlins Test.

The difference with the original Marlins Test is that in this Free Trial Test, each question and answer will be given an explanation

as to why the answer is wrong or correct using special methods. Thus, Free Trial Test participants also find learning easy to understand and increase the interest that leads to Action, namely transactions using the services of the Marlins Test course.

The time for the provision of the Free Trial Test is 09.00 - 16.00 for anyone who comes can try it just by registering on the form provided by the receptionist which contains Name, Position / Class, No. Phone, Email Address, Residential Address, and Destination Company. The data in this form can later be extracted and utilized for marketing & sales purposes.



**Figure 4. The appearance of the Opening of the Free Trial Test Program Made by SEE Indonesia**

This tactic can also be said to be a low impact high budget, because the budget required is not much, namely:

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**Table 4. Campaign Program Costs**

No.	Needs	Qty	Cost	Information
1	Trial Test Program Application	1	0	Made by SEE Indonesia teachers and consultants
2	Brochure	300	675,000	To be distributed to agencies, shipping schools, and seaman messes
3	Laptop / Computer + Mouse + Headset	3	0	Facilities owned by SEE Indonesia
4	Post SEE Indonesia Social Media	1	0	Post on the SEE Indonesia Facebook and Instagram pages
5	Supervisory Staff	1	0	Become one of the additional tasks for Marketing & Sales and assisted by a Receptionist
<b>TOTAL COST</b>				<b>IDR 675,000</b>

**ACTION**

As for the implementation, a time plan is needed so that the

campaign program continues to run with focus and a deadline. The

**Table 5. Time Plan Free Trial Test**

No	Plan	Time Plan											
		December 2018				January 2019				February 2019			
Week-		1	2	3	4	1	2	3	4	1	2	3	4
<b>PAR</b>													
1	Interview												
	Program & Solution Determination												
<b>Implementation</b>													
2	Material & Facilities Preparation												
	Making brochure content and social media posts												
	Distribution of brochures and social media posts												
<b>Monitoring</b>													
3	Visit data												
	Sales Conversion												
	Maintain brochures & social media												
4	<b>Evaluation result</b>												

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## CONTROL

As a control, the implementation of strategies and tactics will be implemented and supervised directly by researchers and assisted by the speakers and one receptionist to register or monitor offline and online.

## CONCLUSIONS

Based on the implementation of the testimonial content and the FREE TRIAL TEST program campaigned through social media Facebook and Instagram, it was concluded that the two marketing communication strategies had a very good impact on the awareness of the target market brand towards SEE Indonesia. This can be seen through the number of guests or consumers visiting SEE Indonesia increased by 556 people in the 3 months since the program was implemented to completion. The number is those who claim to come because they saw information about the FREE TRIAL TEST program and posted testimonials of someone they know on Facebook and Instagram SEE Indonesia.

Then it can be concluded that the two strategies implemented were successful and produced results even though not 100% met the target.

The SEE Indonesia marketing communication program also indirectly helped alleviate the difficulties of seafarers in facing the Marlins Test. This is proven by a large number of SEE Indonesia alumni students who have successfully passed the Marlins Test after attending a course at SEE Indonesia.

The recommendations as a reference for further research to maximize results are:

- The addition of space and the number of seats for consumers is FREE TRIAL

TEST - this is necessary because in practice it is often that consumers who come have to wait their turn because of limited space and seats.

- Maximize testimonial content with promotions - the author feels that testimonial content will be more effective if the content and posts come from the consumers themselves. This is simply because these posts will be more credible and look more natural. And most of all, each consumer has some friends or followers on their social media accounts, which may not necessarily be friends or follow SEE Indonesia's social media accounts. Where consumers who will post the hashtag or mention obliged to provide social media account SEE Indonesia will be given promotions in the form of cashback with a nominal portion of consumers who already pay when taking the course.

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