



Strategic Implementation of Effective Marketing Plan for Indonesian National Sports Institute

Nanda Dwi Apriani¹, Maria Alviona Filiana², Tantri Yanuar Rahmat Syah³, Rhian Indradewa⁴, Ketut Sunaryanto⁵

^{1,2,3,4,5}*Department Management, Faculty Economic and Business, Esa Unggul University, Jakarta-Indonesia*

¹*Corresponding author. Nanda Dwi Apriani Tel.: +62 896-7226-4608;nandadwaa97@gmail.com*

²*Alviona312@gmail.com*

³*tantri.yanuar@esaunggul.ac.id*

⁴*Rhian.indradewa@esaunggul.ac.id*

⁵*ksunaryanto@gmail.com*

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ABSTRACT

The Indonesian National Sports Institute (IONI) is a private university that will produce skilled and competent coaches to create the best athletes and educate the public to exercise properly. In an effort to gain customers, IONI will conduct marketing through promotions and increasing followers on social media in the form of youtube, tiktok, Instagram, facebook, and linked in. In addition, in an effort to introduce itself to the public, IONI will organize sports events that can reach the community, such as Fun Run or Fun Bike. IONI will also cooperate with the Central KONI, the military, and 63 sports in Indonesia through the signing of an MoU as a selling point that adds to IONI's image.

Keywords: *Sports Institute, Marketing Strategy, NICE Strategy, Marketing Plan, Business Plan*

1. INTRODUCTION

There are more than 1,400 lists of things related to sports that the sports industry can enter, ranging from specialty sports, multi-event sports, campus sports, media, sports sponsorships, professional services, facilities, manufacturers and sellers, events, meetings to exhibitions. sport. There are various challenges and opportunities to realize the Indonesian sports industry so that it can compete both domestically and at the world level. Several aspects of the sports industry still require development, ranging from insight, knowledge to skills of industry players in the management spectrum of the sports industry. By product, there are three segments of the sports industry. First, this sports performance segment includes various forms such as campus sports, fitness clubs, sports camps, professional sports, to city sports parks. Second, sport production and the third is sport promotion. Even though IONI is precisely in the first segment, we can enter all segments even though we are not the main players.

The Ministry of Youth and Sports is now starting to focus on increasing the certification of sports coaches. This is triggered by the number of certified trainers in Indonesia, which is still being monitored. socialization Based on Permenpora No. 1 of 2020 delivered by Plt. Deputy for Sports Achievement Improvement Chandra Bhakti which contains sports coaches with a sports education background, only 21% of the 30% minimum requirements needed, IONI is here to help meet these needs. In this case, sports coaches are considered as the backbone of athlete development in Indonesia. Based on PermenpanRB No. 4 and 41 of 2014 state that the formation of functional trainers and assistant coaches is a good opportunity to improve the careers of IONI graduates.

Nanda Dwi Apriani, Maria AlvionaFilliana, GeryErmando, EndraSukma, and Levi Fardhano established IONI, which became the innovation and solutions as the forum that provides the competence certified coaches to create the outstanding athletes and also opens up more opportunities for sports student outcomes in continuing their career choices after graduation. Based on this, an optimal and reliable marketing strategy is needed to be able

* *Corresponding author.*

E-mail address: nandadwaa97@gmail.com

to reach many enthusiasts and markets. IONI has a target to reach 50,000 followers from each social media account used for promotion, IONI will also sign an MoU of cooperation with KONI Pusat and 63 PB sports branches in expanding the reach of sports enthusiasts as the most potential market.

2. METHODOLOGY

Our ability to create change in others is often and importantly grounded in shared personal relationships, which create a pre-suasive context for assent. It's a poor trade-off, then, for social influence when we allow present-day forces of separation—distancing societal changes, insulating modern technologies—to take a shared sense of human connection out of our exchanges. The relation gets removed, leaving just the ships, passing at sea. (Cialdini, 2016). In this case the marketing plan will strengthen with external relationship, collaboration or cooperation.

IONI's main purpose is to achieve our primary strategy : market penetration starts from social media promotion, then collaboration or cooperate with government sports institutions. This can be explained in the following table :

Table 1 :Goals and Target of IONI in 5 years

Category	Goals	Targets
Short-Term Goals (Y.1 – Y.5)	<ul style="list-style-type: none"> • Have a list of SMA/K, sports clubs throughout West Java • Doing IONI branding offline and online • Collaborating with SMA/K, sports clubs/agencies and influencers throughout West Java through relationship marketing strategies 	<ul style="list-style-type: none"> • Introducing IONI through social media, presentation visits to SMA/K, sports clubs throughout West Java to maximize IONI promotions • Collaborating with 63 sports in Indonesia, 3 sports agencies and influencers to maximize IONI promotions • Organizing 4 sporting events involving the general public (Jakarta scope) • Recruiting national achieving athletes to become IONI students
Long-Term Goals (>Y.5)	<ul style="list-style-type: none"> • Maintain good relationship with SMA/K, sports clubs/agencies and influencers who have worked together • Expanding cooperative relations throughout Java 	<ul style="list-style-type: none"> • Reviewing high school/college collaborations, sports clubs/agencies, influencers with questionnaires, discussion groups to get feedback • Updating the list of SMA/K, sports clubs/agencies throughout Java • Organize a sporting event involving the general public (Indonesian scope) • Increase cooperative relationships with SMA/K, sports clubs/agencies throughout Java • To be the institute of choice in the sports industry

2.1. Segmenting

IONI takes a segmentation that focuses on Business to Business (B2B) in marketing IONI's services where based on research from the writing team, IONI's primary customers are sports institutions/clubs, high school/K, companies that have routine sports activities or are engaged in sports.

2.2. Targeting

IONI's marketing targets are the Executive Board of the sports branch, the National sports organizing committee, sports institutions/clubs, SMA/K, companies that have routine sports activities or are engaged in sports in the Jakarta area.

2.3. Positioning

As an effort to improve the customer's image and perception of the services offered by IONI, IONI's positioning statement is as follows:

Tagline	Sports bring people together
Positioning	Certified bachelors of sports specificity
Targeting segment	Executive board for the specificity of sports, organizing committee for sports events, sports institutions/clubs, SMA/K, companies that have routine sports activities or those engaged in sports in the Jakarta area
Brand name	IONI
Point of differentiation	Certification of the National Sports Standardization and Accreditation Body (BSANK)
Reason to believe	Become professional access for students in entering the world of work, responsive to user requirements

Figure 1 : Positioning of IONI

3. RESULT AND DISCUSSIONS

In achieving short-term goals, the Indonesian National Sports Institute uses a B2C strategy to implement and use information from the STP strategy. After formulating all the team's ideas, IONI uses the NICE strategy which stands for Networking, Interaction, Common Interest, and Experience strategy.

3.1. Networking

IONI establishes a relationship with the National Sports Standardization and Accreditation Agency (BSANK) which is the only official and proper institution to certify sports personnel. This collaboration is a professional access for students to enter the world of work because they are equipped with professional competence and 'recognition/legitimacy' from national certification bodies. IONI will also work with SMA/K, sports clubs/agencies which will later provide prospective IONI students. Not only that, a good cooperative relationship will also provide opportunities for IONI to channel students who have graduated to work in the SMA/K, the club/sports agency.

3.2. Interaction

Promotion is one of the important things in marketing. In order to introduce the brands and services offered, IONI needs to take a direct relationship approach to be able to reach B2B consumers. The interactions carried out by IONI are in the form of direct visits to give presentations, conducting reviews through discussion groups or questionnaires to get feedback, evaluating cooperation with related parties and interacting through social media. Thus IONI does not just wait but picks up the ball. So that prospective users feel confident to accept students who have graduated, IONI is willing to work together in an internship program which will also be a requirement for students' graduation. Thus, prospective users can have an idea of the quality of services offered by IONI.

Along with the development of technology and communication flows, IONI will also use Instagram ads, Search Engine Marketing (SEM) and take advantage of earned media such as Instagram testimonials, TikTok from students or institutions that work with IONI or from participants in sports activities organized by IONI.

3.3. Common Interest

Acting Deputy for Sports Achievement Improvement, Chandra Bhakti, said that the number of coaches with a sports undergraduate education background was not ideal, he also considered coaches to be the backbone in developing national sports athletes. but nationally, the minimum number of trainers who have a sports undergraduate education certification in Indonesia is not yet fulfilled, which is still below 30 percent. Users have unmet needs and IONI offers services for undergraduate and certified prospective students. So that when they graduate, students can get a place to work and develop and vice versa users can meet their needs.

3.4. Experience

IONI offers graduate students with undergraduate and certified degrees needed to compete in the world of work as it is today, prospective job applicants who have professional certificates according to their fields of expertise will be more professional and confident in showing their potential in the world of work. Users can gain experience during the implementation of the internship program collaboration. Users will have an idea of the quality of IONI students before hiring the IONI graduates. In addition, IONI will also conduct reviews through discussion groups, questionnaires to get feedback and update user needs to be applied to IONI's curriculum or learning program.

4. CONCLUSIONS

In achieving short-term goals for the next 5 years, IONI decided to focus its marketing strategy through market penetration to introduce to the public and sports enthusiasts as well as expand potential customers. This will be realized by promoting and popularizing the name IONI on social media in the form of TikTok, Instagram, Youtube, Linked In and cooperating with sports influencers. IONI will also collaborate with Central KONI and 63 major sports branch managers in Indonesia to be more specific to the market and facilitate the promotion path.

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