

PERUMUSAN STRATEGI BERSAING SEKOLAH KASIH KEMULIAAN DALAM INDUSTRI PENDIDIKAN

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The purpose of this research is to identify internal and external .factors environment affecting Kasih Kemuliaan School, then formulate a strategy that can be implemented by Kasih Kemuliaan School in accordance with the conditions of the school environment and determine appropriate strategies and to analyze the opportunities that are owned by Kasih Kemuliaan School in developing a business in the middle of the competition in the Education Industry. The method used is descriptive qualitative method with a model case study where this method is a study that intends to dig up as much information as possible to answer the question is to know and the researchers themselves who plunge into the field to get information so as to formulate competitive strategy that .fits Kasih Kemuliaan Schools in Education Industry. In the discussion, there's analysis of the external environment, discussed by analyzing the general environment, industry environment, and the competitive environment and in internal environment analysis is based on five aspects such as organizational and human resources, marketing, finance, and operations. Then researcher do SWOT analysis and the formulation of management strategies carried out by EFE matrix, IFE matrix, and IE matrix is known that the school is in the first quadrant position with build and growth strategy. The selected strategy is product development, market development, and horizontal integration. Which are then presented implementation strategies in the areas of organization, human resources, marketing, finance, and operations.

Keywords: internal factor, external factor, SWOT analysis, KEE matrix, IFE Matrix, implementation Strategy