
MARKETING STRATEGY FOR FOOTBALL SCHOOLS IN THE CITY OF CIREBON (CASE STUDY OF CIREBON UNITED FOOTBALL SCHOOL)

Joseph Ferdinand Cahyadinata, Agus Antomi, Aang Curatman

Universitas Swadaya Gunung Jati, Indonesia
Email: Josephferdinand161@gmail.com

Abstract

Football is one of the most popular sports in the world, including in Indonesia. The purpose of this study is to explore and analyze the marketing strategies implemented by the Cirebon United Football School. This research uses a qualitative approach with a case study method. Data collection techniques in this study are literature studies and interviews. The data that has been collected is then analyzed through three stages starting from data reduction, data presentation and conclusions. The results showed that football schools in Cirebon City have implemented various marketing strategies including promotional strategies, pricing strategies, product strategies, and distribution strategies. However, the effectiveness of the marketing strategy still needs to be improved. Football schools need to improve the quality of products and services, the quality of human resources, and the quality of management to improve the effectiveness of marketing strategies.

Keywords: Strategy, Marketing, Football School

INTRODUCTION

Football has experienced rapid growth in various parts of the world. In 1930, Uruguay hosted the first FIFA World Cup, which became a historic event in the history of international football. Since then, the World Cup has become one of the world's most prestigious sporting events, able to bring together countries from all over the world in a highly competitive rivalry. As time passes, football has evolved into more than just a sport. Apart from being a means of entertainment, football has also played a role as a tool of diplomacy and even as an art form that inspires many people (Rahman, 2023).

The city of Cirebon is one of the cities in Indonesia that has great potential for the development of football. This development can be pursued by training students at football schools. A football school (SSB) is an institution or facility that has a crucial role in directing, developing and optimizing athletic development and potential, especially in the field of football (Naldi & Irawan, 2020). This is supported by the many football schools spread across the city of Cirebon, one of which is the Cirebon United Football School. Cirebon United is a football institution or training center located in Cirebon since 2020. This institution has three main programs, namely Soccer School, Development and Performance. Through these programs, several trainees who are members of Cirebon United have succeeded in becoming professional soccer players. The large choice of football schools in Cirebon City is a challenge for SSB Cirebon United, therefore there is a need for a marketing strategy to remain competitive.

This research is important because football is a very popular sport in Indonesia, including in the city of Cirebon. So, understanding effective marketing strategies for soccer schools can be a valuable contribution to the development of soccer in the area. Cirebon United Football School was chosen as a case study because of its strong reputation among the local community. This study can provide valuable insight into how established football schools manage their marketing strategies. This research can be a contribution to the literature on sports marketing in Indonesia, especially in the context of sports schools. Thus, this research has the potential to

make a significant contribution to the development of knowledge in the field of sports marketing.

Marketing strategy is a basic foundation that is prepared or planned to achieve certain goals for a company, this is done by developing advantages in sustainable competition through the markets they enter, as well as programs used to serve the company's target markets (Shaid, 2022). According to Henry Mintzberg, strategies can be formed and shaped. A realized strategy can emerge as a response to a developing situation or be created intentionally through a formulation process followed by implementation. However, if these planned intentions do not result in the desired actions, the organization will end up with an unrealized strategy. In this case, the desired final pattern will not be formed (Sarbah & Out-Nyarko, 2014).

Previous research by (Margareta et al., 2018) examined school marketing strategies in increasing student interest based on the delta model. This research shows that the strategy implemented is to use promotional strategies by distributing brochures and/or presentations to schools and churches. -a predetermined church, word of mouth promotion by holding language month events every year, and activities/programs held/participated in by the school, 2) obstacles and shortcomings of the marketing strategy implemented by this school in increasing student interest, namely time management inappropriate, inappropriate time management, less active committees, foundations not yet involved, less effective distribution of brochures, less extensive marketing, not having a school marketing strategy document, and not being able to ensure and communicate that the services offered are relevant to community needs, and 3) The product produced is a Delta Model-based school marketing strategy to increase student interest.

A Football School Marketing Strategy is a series of plans and actions designed to promote, market and expand the visibility and appeal of a football school to prospective students, parents and the general public. This involves developing effective communication strategies, using social media, organizing promotional events, as well as working with local partners or sponsoring companies. The main goal of a football school marketing strategy is to increase the number of enrollments, improve the school's image and reputation, and ensure the financial and operational sustainability of the football school. The aim of this research is to explore and analyze the marketing strategies implemented by the Cirebon United Football School.

Marketing strategy

The definition of marketing is an activity, a set of institutions, and a communicating process to create, communicate, deliver, and exchange offers that have value for customers, clients, partners, and society at large (Sanclemente-Tellez, 2017). On the other hand, strategy can be explained as an attempt to design a scheme or plan to achieve the predetermined goals. This means that marketing strategy is a systematic approach to managing interactions and communications between the organization and the intended marketing object.

Meanwhile according to (Ferrell et al., 2023), marketing strategy is seen as a combination of creative aspects (art) and scientific knowledge. Marketing strategy is not only about finding ways to meet customer needs, but also about providing exceptional value to the organization itself. The importance of marketing strategy cannot be underestimated due to the ever-changing market dynamics. The main focus is on managing relationships with customers, who are considered the source of every organization's survival. Without continuous efforts to build and maintain good relationships with customers through effective marketing programs, an organization may struggle to survive in a competitive business environment. Customers are the main foundation for an organization's success, and marketing strategies are an essential tool to ensure their survival and growth in the long run.

Football School

Football School or often abbreviated as SSB is a place or place to guide, foster, and direct the development and utilize the potential possessed in terms of football sports (Bimanggara, 2020). Football education overseen by PSSI (Persatuan Sepak Bola Seluruh Indonesia) is considered vital because it is responsible for the entire sports coaching process, especially in achieving positive achievements for the Indonesian national team. The Indonesian government emphasizes the importance of football education from an early age as a basis to strengthen and improve children's intelligence in terms of football. To produce quality soccer players needed by the national team, a comprehensive education is needed, accommodating various aspects such as general knowledge, coaching, mental, and good soccer techniques. So that soccer schools are expected to be the center of coaching for Indonesia's young soccer generation and the best talent nurseries, ensuring that every talented young person from various regions gets appropriate coaching and is able to develop their potential well (Daeli et al., 2021).

Based on this expression, it reflects the main objectives of the soccer school as follows. First, it is a place to provide opportunities for children to develop their potential, interest, talent and love for soccer. Second, it teaches strong fundamentals about the correct ways to play soccer. Finally, to encourage students to achieve high achievements in the game of soccer over time.

Cirebon United

Cirebon United is one of the football clubs that organizes a football training school (Suseno et al., 2023). It teaches training to children with different age ranges, focusing on teaching techniques and exercises in soccer. One of the training methods applied by Cirebon United is Circuit Training, which involves a series of exercises in various field positions. These exercises include zig-zag run shooting, dribbling shooting, passing back stop shooting, and running with the ball shooting. Each training session ends with shooting towards the goal. Circuit training is carried out 8 times a week, namely on Monday, Tuesday, Wednesday and Thursday. On these days, training is carried out in the morning and afternoon.

This training aims to improve shooting or kicking skills in soccer players. In the research of Suseno et al. it shows that Circuit Training training conducted at Club Cirebon United has a positive impact on the shooting skills of soccer players. So it can be concluded that the training held at the soccer school is effective in improving the technical ability of the players in kicking the ball. This provides evidence that participation in the training school program at Cirebon United can help improve the quality of the players' play on the field.

RESEARCH METHOD

This research uses a qualitative approach with a case study method. The qualitative research method is a descriptive research approach, where data is collected from sources that cannot be measured with numbers, such as text, images, or sound. The qualitative approach aims to understand the phenomenon being studied from a more in-depth, complex and contextual point of view. This method emphasizes a deep understanding of human behavior, perception and interaction, as well as the social context in which these phenomena occur (Hennink et al., 2020). The type of data used in this research is secondary data. The data collection technique in this research is literature study. The data sources for this research were obtained from Google Scholar and interviews with the manager of the Cirebon United football school. The reference criteria for this research are reputable international and national journals with a publication time span of 10 years so that references are obtained. The collected data was then analyzed through three stages starting from data reduction, data presentation, and drawing conclusions.

RESULT AND DISCUSSION

Early age football coaching is very important to bring up good athlete seeds, one of which is by conducting early age football coaching with complete facilities and infrastructure as well as in aspects of athlete motivation, athlete nutrition, and appropriate training programs (Bentley et al., 2021). In football coaching that has been programmed from an early age, it can help to develop good and good skills in future players to compete (O'Connor et al., 2018). Preparation to produce good players can then be done in nurseries from an early age. Sekolah sepak (SSB) is an association accompanied by football activities through a coaching system (Anwar et al., 2013). Coaches perform and improve achievements with the existence of science focused on the football coaching system (Wright et al., 2014).

Sports coaching is one of the platforms that contributes to improving the quality of human resources can also improve the dignity and dignity of a nation, a means of unifying the nation and as a place to hold achievements. Therefore, coaching one sport is no less important when compared to other aspects. The effort that needs to be done is to increase coaching in order to improve performance in sports (Ma'mun, 2019). Many factors must be considered to improve football performance, such as infrastructure, qualified coaches, talented players and regular competitions and must be supported by science and technology (Fatah, 2014).

In the Cirebon area there is already a football school, namely Cirebon United. Cirebon United is a Football School or Training that has been established in Cirebon since 2020. Cirebon United has three programs, namely Soccer School, Development and Performance. With this program, several players who train at Cirebon United have been successfully delivered to become Professional Football players. However, to attract prospective athletes, there needs to be a marketing strategy or marketing strategy.

Marketing is an activity that cannot be separated from the business world. The function of marketing itself is very important for the survival of the company, namely by ensuring the exchange of a result between the company and its consumers, this explains that marketing in its development has a considerable role in shaping competition patterns, company business orientation, and even the way business is run in an industry (Tallman et al., 2018). Marketing strategy is an activity plan or business to deliver goods or services from producers to consumers (including customers), and efforts to create satisfactory exchanges through distribution activities, as well as an effort to adjust to external environmental conditions (Margareta et al, 2018).

According to Kotler in Saragih (2018), the marketing mix is a set of marketing tools that companies use to continuously achieve their marketing goals in the target market. Elements in the marketing mix consist of all variables that are commonly controlled and used to satisfy consumers, apart from that the marketing mix is a tool used by producers to influence consumer attitudes and actions. The familiar mix consists of four elements, namely product, price, place, and promotion.

The football school in Cirebon City has implemented the following marketing strategy.

Promotion strategy

According to Kotler and Armstrong in (Alexandrescu & Milandru, 2018), Promotion is an element used to inform and persuade the market about new products or services in the company through advertising, personal sales, sales promotion, and publication. Promotion strategy is an activity that is planned using various promotional variables as a tool with the intention of informing, persuading and reminding consumers to buy the company's products and brands so that the goal of increasing sales can be achieved (Familmaleki et al., 2015). Cirebon United football school promotes according to the promotion mix with 8 models, namely:

1. Advertising

Advertising or better known as advertising is defined as the activity of introducing goods or services through mass media or forms of communication that aim to interpret the quality of a product of goods or services based on consumer needs and desires (Katz, 2022). Cirebon United football school conducts various advertisements in several print media such as newspapers and magazines, and several social media.

2. Sales Promotion

Sales *promotion* is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases and/or increase the number of goods purchased by customers (Jallow & Dastane, 2016). At the Cirebon United football school, it conducts sales promotions by providing discounts on new participant registration fees on certain dates.

3. Events and Experiences

Events and Experiences are company-sponsored activities and programs designed to create daily interactions or interactions related to a particular brand (Briandana & Dwityas, 2020). Cirebon United football school does some sponsorship on several activities related to football.

4. Public Relations and Publicity

A positive relationship society must be developed by a company with the aim of persuading the perceptions, beliefs and opinions of several groups to the company (Tilson, 2017). In the framework of public relations activities carried out by the marketing team of the Cirebon United football school is to participate in several activities related to football.

5. Personal Selling

Personal selling is face-to-face interaction with one or more prospective buyers with the aim of making presentations, answering questions, and procuring orders (Firmansyah et al., 2019). *Personal selling* is part of a marketing strategy, which is an effort to communicate outer tire products to customers. *Personal selling* has principles that must be mastered by *salespersons*, including professionalism, power for negotiation and efforts to establish relationships with consumers, both before buying products and after buying products (Johnston & Marshall, 2021). Personal selling is carried out by the Cirebon United Football school with the help of participants who have participated for it and offer to their friends to participate.

6. Direct Marketing

The target of direct marketing is to generate responses or sales transactions, therefore companies strive to communicate directly with potential customers (Camilleri & Camilleri, 2018). Cirebon United football school conducts direct marketing through various social media such as Instagram and Youtube.

7. Interactive Marketing Online

Online marketing or often known as interactive marketing is an activity to promote a product online. The goal is to meet the needs and desires of consumers (Redjeki & Affandi, 2021).

Word of Mouth Marketing

Word Of Mouth (WOM) has a very influential or effective role in the survival of a company. Because *Word of Mouth* can spread widely quickly and is trusted by potential customers. The dissemination of *Word of Mouth* can not only be done by providing information through word of mouth communication but can also be disseminated through existing internet social media. The spread of *Word of Mouth* through internet social media is very easy, widespread spread because access is very relatively efficient, one of which is through youtube, *whatsapp*, *line*, *google*, *facebook*, and other applications found on devices connected to other internet connections (Joesyiana, 2018). Marketing the Cirebon United football school is with various word-of-mouth promotions through participants who have joined by giving

testimonials to people around them. In addition, this football school also has several social media such as Instagram (@diklatcirebonunited) and YouTube channel (Cirebon United).

1. Pricing strategy

Price is the value of money paid by consumers for the benefits obtained from a product or service and is the only marketing variable that can be controlled by the company (Saragih, 2015). The concept of production according to Philip Kotler argues that "consumers will choose products that are available everywhere and cheap". Understanding the needs and desires and tastes of consumers is very important to be understood by managers so that companies can provide "value" for consumers and can then be used as a basis for setting prices that are comparable to that value (Mundel et al., 2017). Cirebon United football school promotes by displaying the achievements that have been achieved and displaying the programs carried out so that consumers will understand the prices given.

2. Product strategy

Based on the consumer's perspective, a product is everything a customer receives from an exchange with a marketer. Conceptually, the product is the producer's subjective understanding of something that can be offered as an effort to achieve organizational goals through meeting the needs and desires of consumers in accordance with the competence and capacity of the organization and market purchasing power. Products can be defined as consumer perceptions described by producers through their production or operation results (Iskamto, 2021). In this case, the Cirebon United football school shows alumni or national athletes who come from their school.

3. Distribution strategy

Distribution strategy deals with the determination and management of distribution channels used by producers to market their goods and services, so that these products can arrive in the hands of target consumers in the quantity and type needed, when needed, and in the right place (Kozlenkova et al., 2015). At the Cirebon United football school, of course, it also distributes to the athletes it has trained so as to attract others to participate in joining the Cirebon United football school.

The results showed that football schools in Cirebon City have implemented various marketing strategies including promotional strategies, pricing strategies, product strategies, and distribution strategies. However, the effectiveness of the marketing strategy still needs to be improved. Football schools need to improve the quality of products and services, the quality of human resources, and the quality of management to improve the effectiveness of marketing strategies.

CONCLUSION

Football schools in Cirebon City have been trying to increase their appeal by implementing various marketing strategies, such as promotion, pricing, product development, and distribution. Although these efforts are positive, there is still room for improvement in improving the effectiveness of their marketing strategies. It is important to recognize that quality factors have a significant impact in marketing strategy. Football schools need to focus on improving the quality of the products and services they offer to students and their parents. This includes improving the quality of football training, facilities and student experience. In addition, it is also necessary to improve the quality of human resources, including coaches and staff of football schools, to provide a more quality experience. In addition, effective management is also an important factor in improving the effectiveness of marketing strategies. With strong management, football schools can manage resources more efficiently and effectively. With this improvement in various aspects, it is hoped that football schools can be more successful in attracting new interest and registrants and improving their image in the Cirebon City area.

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