

Marketing Strategy Analysis of the Faculty of Sports Science Swimming Pool, Yogyakarta State University



Muhammad Fatih Humam¹, Sumaryanto², Sumarjo³, Abiyu Amajida⁴, Enggista Hendriko Delano⁵

^{1,2,3,4,5}Sport Science Study Program, Postgraduate Program, Yogyakarta State University. Colombo StreetNo. 1, Karangmalang, Yogyakarta 55281, Indonesia

ABSTRACT: The swimming pool owned by the FIK UNY (*Fakultas Ilmu Keolahragaan Universitas Negeri Yogyakarta/ Faculty of Sports Science Yogyakarta State University*) has sufficient facilities. However, the number of visitors could have been more optimal. This study aimed to determine the marketing strategy utilized by the swimming pool management. Marketing strategy is a helpful tool to achieve company goals with the help of the marketing mix. This study was qualitative descriptive research with data collection using observation, interviews, and documentation. The samples were selected using *purposive sampling*, gaining forty-five people, consisting of one manager, fourteen employees, and thirty visitors. The data validity was carried out through perseverance and data triangulation through the source of methods and theories. The technical data analysis is done by reducing and presenting the data and drawing conclusions. The study results stated that the FIK UNY Swimming Pool product had met the needs of visitors, the ticket price was worth the facilities provided, and the location was quite strategic because it is in the middle of the city. Despite these, the promotion was appalling because it has not been vigorous. Furthermore, the results also showed that the human resources of the FIK UNY Swimming Pool were well-recruited and educated, the process implemented has been good, and the customer service for the visitors has also been good. So, it can be concluded that after the marketing strategy analysis was carried out, it was found that the particular promotional factors for the advertising were not carried out vigorously, so the number of visitors to the FIK UNY Swimming Pool was not optimal.

KEYWORDS: Marketing Strategy, Swimming Pool, FIK UNY

INTRODUCTION

The *physical* and the *spiritual* are two kinds of human needs. Human beings have many requirements that must be fulfilled for themselves or their families, especially in globalization. According to Fatkhullah (2022: 860), high awareness of health, adequate nutrition, and the community's physical and spiritual health can improve productivity and work quality. Sports, clothing, and food are examples of the physical fulfilment required by human beings to distribute their physical needs. Kusuma & Setyawati (2016: 68) said that humans perform weekend recreational sports activities that have a relationship with physical or body sports and make them meet physical needs to add freshness and be able to carry out a healthy lifestyle using free time. Human life will be disrupted if this need is not completed as this is an essential fulfilment. *Sport* is one of the physical needs of human beings. Sports are physical activities that can impact the body (Pane, 2015: 1). To keep the body in shape, every human being takes care of it by exercising, a basic need that must be fulfilled. According to Khairuddin (2017: 5), exercise is part of the basic needs in human life every day because it can provide the fitness to carry out their activities.

Technology, science, and human needs for health are getting higher and higher with the times. The demand to provide the best solution is addressed toward several experts in economics, sports, and other fields because it affects the development of the industry in the world of sports. The interesting concept of increasing physical activity is the answer to the problem of the human health needs of experts in the field of sports.

Swimming is a sport that attracts many enthusiasts in all groups of Indonesian society. Berli & Asmoro (2015: 89) said that swimming is one of all sports categories that have many enthusiasts and practitioners because, in addition to being an achievement sport, swimming can also be a recreational sport. Entrepreneurs in Indonesia created the swimming pool business to attract customers who like the sport of swimming. The swimming pool is one of the efforts for the general public that facilitates its place for swimming, sports, recreation, and other services using clean water that has been processed (Made, 2019: 11). To

Marketing Strategy Analysis of the Faculty of Sports Science Swimming Pool, Yogyakarta State University

satisfy its customers, the owner or company designs the swimming pool creatively and modernly with various models, such as a round-shaped swimming pool with modifications adapted to the surrounding natural conditions.

The development of swimming pools nowadays brings happiness to society when doing swimming sports without feeling tired or getting bored. Unique designs of rides for recreation and exercise are currently widely available in the swimming pool. In accordance with its natural potential, certain swimming pools can be found with attractive conditions and facilities.

The strategic and attractive condition of the area in the countryside is one of the places where the swimming pool business is penetrated. Even every star-rated hotel in the urban area already has a swimming pool in it, making the swimming pool business can grow rapidly. Especially on Java Island, swimming pools can almost be found in every city. With the swimming pool, the community is very supportive and responds positively.

A swimming pool needs to improve its facilities operation. Therefore, a great job on this matter plays a vital role in the duties of a manager. Everything related to the pool business, such as workers and employees, must be organized first when planning the implementation of the marketing strategy plan. A marketing strategy is a set of goals, objectives, policies, and rules that give direction to marketing efforts over time at each level and location. According to Marbun (2021: 100-101), the implementation of marketing strategies has a significant impact on supporting the increase in competition and company profits by using the 4P marketing mix strategy, namely *price*, *product*, *promotion*, and *place*. To attract consumers, strategic action in a marketing strategy needs to be carried out, such as promotion. Consumers who have never swum and who come to swim should be given information about the presence of advertisements in that place.

The FIK UNY Swimming Pool required a marketing strategy managed by the pool manager. This swimming pool is located at Jalan Kuningan Number 1, Karang Malang, Caturtunggal Village, Depok District, Sleman Regency, Yogyakarta Special Region Province. Specifically, the place is on the north side of the Integrated Sports Laboratory Building at the Faculty of Sports Science, Yogyakarta State University. The swimming pool was built in 1993 as a sports laboratory, especially swimming sports, and was first operationalized in 1995. Since then, the FIK UNY Swimming Pool has continued to operate and become one of the *outdoor* swimming pools in the Special Region of Yogyakarta. The FIK UNY Swimming Pool has three swimming pools; a children's pool with a depth of about 1-1.5 meters and a long pool for children and adults respectively.

The FIK UNY Swimming Pool is located in the UNY campus area and bordered by the UGM campus area. Besides the residents around the swimming pool, the pool visitors are students from both campuses. Consumer comfort and water clarity were the attractions of the FIK UNY Swimming Pool. Having a large motorbike and car parking lot was also one of the advantages of the FIK UNY Swimming Pool. The FIK UNY Swimming Pool was managed by Dr Hedi Ardiyanto Hermawan, S.Pd., M.Or., a lecturer at the Faculty of Sports Science from Yogyakarta State University.

From the statement above, the researchers wanted to know the extent of the marketing strategy of the FIK UNY Swimming Pool. Therefore, the researchers were interested in conducting research entitled "Analysis of Swimming Pool Marketing Strategies, Faculty of Sports Science, Yogyakarta State University."

METHOD

This research method is the overall activity or method carried out by researchers when conducting research, starting from problem formulation to drawing conclusions. This research is qualitative descriptive research using a survey method.

The research method used in this study is descriptive qualitative. According to Sugiyono, quoted by Mustafa (2020: 12), in a qualitative descriptive research method, researchers become instruments for collecting data and processing it using: (1) data reduction, (2) data display, and (3) verification. Descriptive research is research directed at describing artificial phenomena or natural phenomena. Zellatifanny & Mudjiyanto (2018: 84) said that descriptive research is a research method that aims to present subjects or objects studied objectively and is used to display facts with characteristics and systematic objects at the frequency studied appropriately. Phenomena can be activities, characteristics, changes, relationships, similarities, forms, and differences in every phenomenon. The data in this study were collected through interviews, documentation, and observation. The instruments in this study consisted of observation guides, documentation, and interview guides.

Researchers observed every activity carried out by individuals in the UNY FIK swimming pool. The data were obtained by looking at the actual situation in the conditions of each activity and through interviews with the subject.

The research informants were asked to provide information about the conditions and situation of the research background. The selection of informants for this study used a purposive sampling technique. Purposive sampling is a technique for determining the sample using specific considerations. According to Kuncoro, quoted by Pangandaheng (2015: 52), the purposive sampling model is carried out deliberately in accordance with the required sample requirements. Furthermore, the selection of a group of subjects in purposive sampling was based on the criteria that were seen to have a close relationship with the previously known population criteria. Informants used by the author in this study include.

Marketing Strategy Analysis of the Faculty of Sports Science Swimming Pool, Yogyakarta State University

1. The Swimming Pool Manager, Faculty of Sports Science, Yogyakarta State University.
2. The Swimming Pool Employees, Faculty of Sports Science, Yogyakarta State University.
3. The visitors of the Swimming Pool.

Variable operationalization is needed for each research concept so that the research can be examined empirically. This can be done by changing the variable to have a value variation. In terms of operational variables, the definition of each variable to be examined, along with the required measurement dimensions, is explained. Marketing strategy tools consist of a marketing mix, which includes price, place, promotion, employees, stages in the process, services, and products provided to visitors. Sabri & Ali (2021: 13) say that a 7P marketing mix is a tool used to control marketing tactically based on price, product, promotion, place, people, physical evidence, and process, which are elements that are combined to provide action to get targets in the market.

1. Price

Price is the amount of money a customer has to pay to obtain the desired goods, products, or services. According to Kotler and Armstrong, cited by Venessa & Arifin (2015: 46), price is the amount of most of the values that consumers pay and then get the use of owning or using goods and services.

2. Place

Place is to manage or choose the trade routes used to distribute services or products and to help the target market. It also expands the business distribution and delivery system of physical products. Khotimah & Jalari (2021: 82) said that a place is an area used to distribute products to consumers.

3. Promotion

Promotion is all movements carried out by a company to highlight and communicate and promote all the privileges of its products and offer target consumers to buy them. Farida (2016: 34) states that promotion is the most crucial tool for advertising various products.

4. Human Resources

Human resources are every actor who presents services to influence buyers. According to Pujanira (2017: 24), human resources are skills found in every employee who has a relationship with abilities, attitudes, and knowledge when doing their work in order to achieve the desired goals.

5. Process

Processes are all mechanisms, activity flow, and actual procedures used to distribute services. According to Farida et al. (2016: 34), the process is one of the 9 *core elements* of marketing. However, after being monitored from the correlation that needs to be needed, the element is pushed in to be used as one of the components in the *marketing mix*.

6. Service

Service is all movements intended to satisfy consumers by using services that can meet the needs and desires of consumers. According to Hasia (2019: 138), quality of service is a benchmark of work ethic that is very easy to see with the eye.

7. Product

Product is an offer in the form of a company to consumers or target markets, including design, shape, brand, product packaging and quality. According to Wisudawati & Rizalmi (2020: 27), the marketing mix concept is devoted to business promotion problems, such as how to promote products and what media is used.

A research instrument is any tool used when measuring; in this case, a research instrument is a helpful tool for obtaining data for the research. According to Yusup (2018: 18), a research instrument is a tool used to collect data and measure objects derived from a research variable. The instrument in this study included the researchers using interview guidelines, observation guides, and documentation.

In order to obtain data that can be scientifically accounted for, the data must first be processed with data validity-checking techniques. According to Mutiani et al. (2020: 114), a researcher has the role of a *human instrument* to carry out interview guidelines, collection, analysis, and validity of the data tests that are carried out independently and not using representatives. In qualitative research, the data validity test includes *transferability*, *dependability*, *confirmability* and *credibility*.

The research instrument in this study was the researchers. As stated, the research tool or instrument in qualitative research is the researchers themselves.

Standard features of a human as an instrument include:

- a. Human, as an instrument, is responsive to the environment and to every person who creates the environment,
- b. Human, as an instrument, has almost no limit on adjusting to the situation and the data collection circumstances,
- c. Human, as an instrument, maximizes their creativity and imagination and observes this world as a whole,
- d. Underlying oneself on the expansion of knowledge,
- e. Processing data to the maximum,

- f. Using the opportunity to endeavor and clarify,
- g. Using the opportunity to look for idiosyncratic and unorthodox responses.

In this study, the researchers played the role of implementers, data collectors, analysts, data interpreters, planners and reporters of their research results. As a tool to support the researchers in collecting data, they used interview guidelines and field notebooks.

As for the preparation before going to the field, the researchers carried out 'Validation' as the instrument. This validation included validation of the qualitative research method understanding and the use of insights into the object under study, namely marketing strategies in the FIK UNY swimming pool.

The type of interview was a unified interview where the researchers created an outline or framework of interview guidelines. The observation carried out by the researchers was an observation that did not participate. The researchers only carried out one function, namely, making observations. The observation was carried out openly, namely, the observer was known to the subject. Observations of this study were complemented by documentation. The documentation involved photos and field notes.

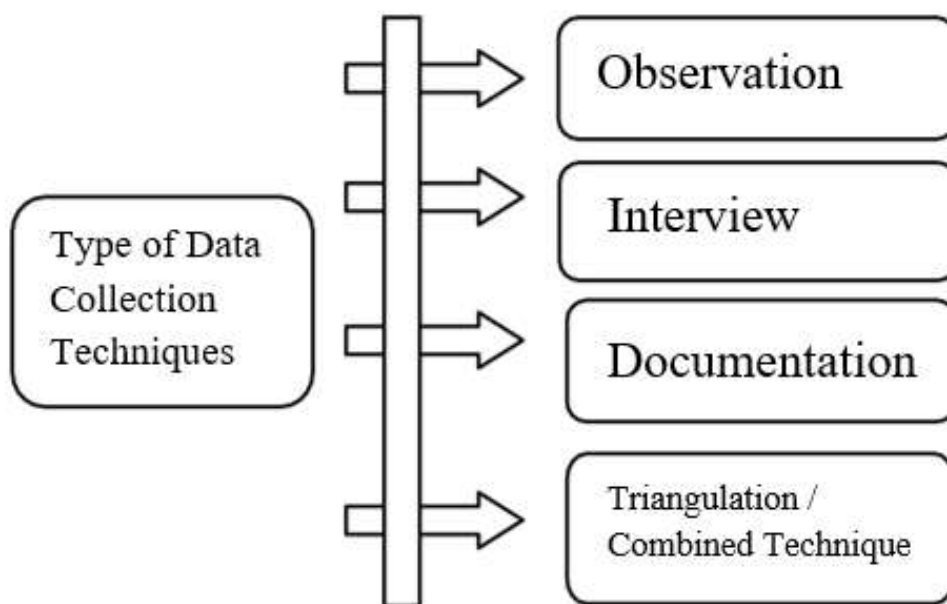


Figure 1. Types of data collection techniques

a. Observation

The object of observation in qualitative research includes three components; actors, activities, and places. According to Johnson and Christensen, cited by Gumilang (2016: 154), qualitative observation is carried out by researchers in a scientific setting that aims to explore and find meaning. The observation carried out by the researcher is a frank observation which means that a researcher, when carrying out data collection, tells frankly about the source of the data that the researcher is carrying out the research.

b. Interview

The interview method is a question-and-answer process in research conducted orally between two or more people face to face listening directly to each other's information. According to Arthur & Villado, quoted by Ubaedillah et al. (2020: 47), interviews are concepts that can be formed to assess all predicate values. An interview is a conversation with a specific purpose that is carried out by two parties, namely the object of the interview and the interviewer. An interview is a meeting of two people to exchange ideas and information using question-and-answer media to obtain meaning on a particular topic.

c. Documentation

A document is a record of an event that has passed. According to Gottschalk, cited by Nilamsari (2014: 178), documentation on explanations in a broader sense is all processes that are proven based on any source, whether oral, drawing, written or archaeological. Documents can be drawings, writings, and monumental works of a person. Document studies are complementary to interview and observation methods in qualitative research.

1. Data Reduction

Data reduction is focusing, simplifying, abstracting data, and selecting from a *fieldnote*. According to Rijali (2018: 83), data reduction is an effort to infer data and then sort data with specific units of concept, themes and categories. The data reduction

Marketing Strategy Analysis of the Faculty of Sports Science Swimming Pool, Yogyakarta State University

process is carried out continuously during this research activity. It was even carried out at the beginning of the process before the data collection activity. As data collection progressed, data reduction was carried out by creating coding, centering themes, setting every boundary of the problem, and writing memos and abbreviations. This reduction process continues until the report is completed.

2. Data Feed

Data presentation is an assembly of information organizations that can make research conclusions. Akhmad (2015: 49) said that the presentation of data is a description of specific circumstances to answer and describe all problems in the study. The data feed was optimized with images or schemas, tables, and matrices to make it clear when delivered. All these kinds of things were made to correct information in an orderly manner so that it can be understood and easily observed in a unified form.

3. Conclusion Drawing and Verification

Starting from the beginning of data collection, researchers must try to understand the meaning of all the events that they went through. This was started by recording patterns, statements, possible configurations, causal directions, and regulations, and all these events must be appropriately observed, but still with a sceptical and open attitude. According to Yuliani (2018: 88), conclusions must be strengthened by valid and consistent evidence so that when researchers return to the field to collect data, the conclusions expressed are credible. Verification can be done in more detail or by discussing with friends to broaden consensus between subjects. In addition, verification can be done on a broader business by implementing replicas into other data units. The researchers used data analysis that utilized an interactive model, namely the three main components, one with the other, are interrelated and gradually implemented from the beginning to the end of the study.

ANALYSIS AND DISCUSSION

1. Product

The results of interviews with managers, employees, and visitors showed that the FIK UNY Swimming Pool was good in terms of the quality of the facilities and the water cleanliness. The comforts and safety of the facilities and infrastructure were evident and maintained, though the cleanliness of the rinse room and toilet was not maximized during this pandemic. The FIK UNY swimming pool has potential products; the water quality was already in accordance with *Permenkes* standards. In addition, the environment was also clean, safe, and comfortable.

2. Price (Price)

The entrance ticket price for the FIK UNY Swimming Pool for Monday to Saturday is IDR 10,000.00. Meanwhile, for Sundays and national holidays was IDR 15,000.00. The number of ticket prices set was also worth the facilities, even though sometimes the price is still less compared to the facilities provided. The FIK UNY swimming pool also provides discounted ticket prices for students to IDR 5,000.00 and club members to IDR 7,000.00. The pricing of FIK UNY swimming pool tickets is based on the UNY rector's decree. Some employees argue that the entrance ticket price is too low considering that other swimming pools cost more than Rp. 10,000.00.

3. Place

FIK UNY Swimming Pool is in a strategic location because it is close to the village complex and easily accessible. All types of vehicles and even large buses can enter the location of the FIK UNY swimming pool. The parking lot is large enough to accommodate the crowds of visitors, but if there is a big event, visitors must borrow a parking space at the faculty. The swimming pool also posted directions to the FIK UNY swimming pool.

4. Promotion

According to the interview results, the FIK UNY swimming pool publication has been done through *YouTube* and in the form of videos. Two parties are responsible for promoting the FIK UNY swimming pool; the university public relations department and the faculty using profile videos. Meanwhile, from the swimming pool itself, the promotion is relatively inexpensive. Swimming pool promotional media used social networking media in the form of videos.

5. Employees (People)

The FIK UNY Swimming Pool has 14 employees whose quality of employees is diverse. Some are very good, good and moderate, but all have strong responsibilities and commitments. The appearance of the employees is neat and clean and friendly to every visitor who comes.

6. Process

The FIK UNY Swimming Pool employees can complete their respective tasks quickly and responsively. All employees also always prioritize the satisfaction of visitors. The purpose of building a swimming pool FIK UNY is to provide services for swimming sports

Marketing Strategy Analysis of the Faculty of Sports Science Swimming Pool, Yogyakarta State University

education for students, swimming learning places for schools in DIY, swimming learning for swimming clubs, and sports rides for the general public. For information mechanisms and complaints related to the pool, visitors can ask one of the employees on duty.

7. Customer service

The FIK UNY Swimming Pool employees are always ready to be on standby to maintain the safety of every visitor. The 3S reference (*senyum, sapa, salam*/smile, salute, greeting) has been applied to all employees but still depends on their personalities. Even so, everything is polite when they serve visitors. For the complaints about the pool, employees can answer them. As for the policy, it can be asked toward the manager.

The *strengths, weaknesses, opportunities* and *threats*, commonly called a SWOT analysis, involve setting the goals of a project or business venture, identifying good external and internal factors, and providing benefits to achieve that goal.

The FIK UNY Swimming Pool has numerous advantages in its marketing strategy. First, it includes having good product quality and meeting the needs of visitors to make visitors feel satisfied. Second, the entrance ticket prices for the FIK UNY Swimming Pool are affordable and worth the facilities provided. This factor can increase the number of visitors who come to the FIK UNY Swimming Pool. Next, the FIK UNY Swimming Pool is in a strategic location that can be accessed by all vehicles and visitors. Furthermore, the human resources of the FIK UNY swimming pool are good and have strong responsibilities and commitments. Last, the information mechanisms and complaints process are good, and the service has been fast and responsive so that visitors feel safe in the FIK UNY Swimming Pool.

Despite those, the FIK UNY Swimming Pool has weaknesses in marketing strategies. To begin with, the FIK UNY Swimming Pool still lacks directions to the swimming pool, so visitors are pretty troubled about getting to the location of the swimming pool. Furthermore, the swimming pool could be more assertive in advertising/promotion, which can increase the number of visitors. Lastly, the a lack number of employees / human resources, so the cleanliness of the swimming pool is sometimes not optimal, and some visitors still violate the regulations in the FIK UNY Swimming Pool.

The FIK UNY Swimming Pool has an opportunity in marketing strategy. The FIK UNY Swimming Pool's advantages include a strategic location in the middle of the city and adjacent to the campus area, hotels and boarding houses to make the swimming pool easily accessible to all visitors, children and youth visitors who are always there every week. Because the FIK UNY Swimming Pool is one of the places for private swimming lessons and swimming club training, it is still rare for other swimming pools to have a waterfall, such as the FIK UNY Swimming Pool, which can be a force attraction for visitors. The swimming pool can also be a place for major events or events such as swimming championships between associations throughout Indonesia. Many visitors take pictures and make videos at the FIK UNY Swimming Pool and then upload it on social media. This can be a free promotion for the swimming pool and increase awareness of learning swimming sports for beginners who want to become police officers and soldiers.

The FIK UNY Swimming Pool also has several threats to its marketing strategy. The first threat was the quality of other good swimming pools' ceramics without any slight breaking and will not hurt visitors' feet when swimming. The next was the existence of luggage storage in other swimming pools that can ensure the safety of visitors' belongings. Moreover, other swimming pool competitors have playgrounds in children's pools. Cloudy and rainy weather can affect the color of the water in the swimming pool. The competitors who continually promote the swimming pool every day through social media and if the rainy season has arrived can reduce the number of visitors who come to the FIK UNY swimming pool.

CONCLUSION

The conclusion from the analysis of the results and discussion stated that the marketing mix consisting of prices, human resources, services, products, locations, promotions and processes had been professionally implemented by employees and managers of the FIK UNY Swimming Pool. Although the promotions carried out by employees and managers of the FIK UNY Swimming Pool had been relatively inexpensive. From the conclusions and results of the study through observation, interviews and documentation, the researchers compiled the following suggestions:

1. Promotion to be further improved and intensified so that the general public knows more and is interested in swimming in the FIK UNY Swimming Pool.
2. Managers should always motivate employees to be able to work professionally.

REFERENCES

- 1) Akhmad, K. A. (2015). Utilization of Social Media for MSME Marketing Development (Qualitative Descriptive Study on Distros in Surakarta City). *DutaCom Journal*, 9(1), 43–54.
<http://journal.stmikdb.ac.id/index.php/dutacom/article/view/17>

Marketing Strategy Analysis of the Faculty of Sports Science Swimming Pool, Yogyakarta State University

- 2) Berli, T., & Asmoro, P. (2015). Swimming Sports Arena In Pontianak Online journal of Tanjungpura University Architecture students. *Online Journal of Tanjungpura University Architecture Students*, 3(1), 89–107.
- 3) Farida, I., Tarmizi, A., & November, Y. (2016). Analysis of the Effect of 7P Marketing Mix on Customer Satisfaction of Gojek Online Users. *Journal of Management and Business Research (JRMB) Faculty of Economics UNIAT*, 1(1), 31–40. <https://doi.org/10.36226/jrmb.v1i1.8>
- 4) Fatkhullah, M., Alhada, M., Habib, F., & Nisa, K. K. (2022). Risk Identification and Management to Reduce Vulnerability in Society. *JOURNAL OF EQUITY*, 3(4), 856–867. <https://doi.org/10.47065/ekuitas.v3i4.1529>
- 5) Gumilang, G. S. (2016). QUALITATIVE RESEARCH METHODS IN THE FIELD OF GUIDANCE AND COUNSELING. *Journal of Counseling Focus*, 2(2), 144–159.
- 6) Hasia, R. (2019). SERVICE STRATEGY OF THE TOURISM AND CULTURE OFFICE IN INCREASING TOURIST VISITS IN BATU CITY TOURIST ATTRACTIONS (STUDY AT THE BATU CITY TOURISM AND CULTURE OFFICE). *JISIP: Journal of Social and Political Sciences*, 8(2), 136–143. <https://publikasi.unitri.ac.id/index.php/fisip/article/view/1745>
- 7) Khairuddin, K. (2017). Sport In Islamic View. *Indragiri Sports Journal*, 1(1), 1–14.
- 8) Khotimah, K., & Jalari, M. (2021). Testing 7P's Marketing Mix Against Shopee's Purchasing Decision in Sukoharjo. *Journal of Management*, 7(1), 81–94. <https://maker.ac.id/index.php/maker/article/view/285>
- 9) Kusuma, B. A., & Setyawati, H. (2016). Journal of Physical Education, Sport, Health and Receptions EXTRACURRICULAR SPORTS IN SMP NEGERI SE- KECAMATAN. *Journal of Physical Education, Sport, Health and Receptions*, 5(2), 68–73.
- 10) Made, N., Erlinda, T., & Rusminingsih, N. K. (2019). MAMBAL VILLAGE, ABIANSEMAL DISTRICT, BADUNG REGENCY IN 2017. *Journal of Environmental Health*, 9(1), 11–30.
- 11) Marbun, N. J., Mahmud, S. F., & ... (2021). Marketing Strategy of Yonex Sport Store Sports Equipment in Dumai City. *Journal of MEANING (Application ...)*, 1, 100–107. <https://ejournal.sttdumai.ac.id/index.php/arti/article/view/199%0Ahttps://ejournal.sttdumai.ac.id/index.php/arti/article/download/199/143>
- 12) Mustafa, P. S. (2020). Application of Field Studies and Practices to Sports Education Students at State University of Malang (Course: Table Tennis Learning and Research Methodology). *Biormatics : Scientific Journal of the Faculty of Teacher Training and Education*, 6(02), 12–28. <https://doi.org/10.35569/biormatika.v6i02.791>
- 13) Mutiani, M., Abbas, E. W., Syaharuddin, S., & Susanto, H. (2020). BUILDING A LEARNING COMMUNITY THROUGH A LESSON STUDY MODEL TRANSCRIPT BASED LEARNING ANALYSIS. *Historia: Journal of Historical Educators and Researchers*, 3(2), 113–122. <https://doi.org/10.17509/historia.v3i2.23440>
- 14) Nilamsari, N. (2014). Understanding document studies in qualitative research. *Discourse*, 13(2), 177–181.
- 15) Pane, B. S. (2015). The Role of Exercise in Improving Health. *Journal of Community Service*, 21(79), 1–4. <https://jurnal.unimed.ac.id/2012/index.php/jpkm/article/view/4646>
- 16) Pangandaheng, F. (2015). The effect of service quality and company image on customer satisfaction and its impact on customer loyalty to PT. Hadji Kalla Palu. *Journal of Business and Management Sciences*, 3(2), 51–67.
- 17) Pujanira, P. (2017). The effect of human resource competence, the application of government accounting standards, and the application of the regional financial accounting system on the quality of financial statements of diy provincial governments. *NOMINAL JOURNAL*, VI(2), 14–28.
- 18) Rijali, A. (2018). Qualitative Data Analysis. *Alhadharah: Journal of Da'wah Science*, 17(33), 81–95. <https://doi.org/10.18592/alhadharah.v17i33.2374>
- 19) Sabri, S. A., & Ali, A. S. N. (2021). 7P Marketing Mix: Connect Hooks with Customer Satisfaction with Top Purchases. *Journal of Management & Muamalah*, 11(1), 10–27.
- 20) Ubaedillah, U., Pratiwi, D. I., Mukson, M., Masrikhiyah, R., & Nurpratiwiningsih, L. (2020). Job interview training in English for vocational high school students using demonstration methods. *JAMU : Journal of Community Service UMUS*, 1(01), 46–51. <https://doi.org/10.46772/jamu.v1i01.317>
- 21) Venessa, I., & Arifin, Z. (2015). (Survey on Students of Business Administration Study Program, Faculty of Administrative Sciences, Universitas Brawijaya Malang Class of 2013/2014 and 2014/2015 Simpati Pre-Paid Card Users). *Journal of Business Administration*, 51(1), 44–48.
- 22) Wisudawati, T., & Rizalmi, S. R. (2020). Analysis of 7P Marketing Mix Method as a Marketing Strategy for Recycled Products. *Journal of Science Innovation and Technology (SINTECH)*, 1(1), 26–29. <http://ojs.ldb.ac.id/index.php/SINTECH/article/download/874/761>
- 23) Yuliani, W. (2018). QUALITATIVE DESCRIPTIVE RESEARCH METHODS IN A GUIDANCE AND COUNSELING PERSPECTIVE. *Quanta*, 2(2), 83–91. <https://doi.org/10.22460/q.v1i1p1-10.497>
- 24) Yusup, F. (2018). TEST THE VALIDITY AND RELIABILITY OF QUANTITATIVE RESEARCH INSTRUMENTS. *Tarbiyah Journal: An Educational Scientific Journal*, 7(1), 17–23. <https://doi.org/10.21831/jorpres.v13i1.12884>

- 25) Zellatifanny, C. M., & Mudjiyanto, B. (2018). The type of descriptive research in communication study. *Journal of Diakom*, 1(2), 83–90.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.