

MAPPING STRATEGY FOR COMPETITION OF BEAUTY-SKILL EDUCATION INSTITUTIONS AND EDUCATION IN YOGYAKARTA

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ABSTRACT

Research undertaken seeks to map LKP's competitive strategies through identification of competitive strategies, the differentiation of each course institution and beauty and skills education as well as the obstacles faced by beauty and skills course and education institutions in Yogyakarta. This research will be conducted at various beauty and skills education and training institutions located in Yogyakarta. The study uses primary data collected by observation, surveys are assisted by questionnaires and interviews. In this research, the subjects of the research are the owners or managers of beauty and skills education institutions, teaching staff, that is, everyone involved in the management of course institutions and beauty and skills education and course and education participants. Data analysis was performed using qualitative descriptive analysis. The analysis is done by linking categories and data into the existing framework. The data that has been arranged is analyzed and described in the form of reports. The data analysis method used in this study is to create a data base on the profile of a number of beauty and skills education institutions and courses, identify competitive strategies in a number of beauty and skills courses and education institutions, and identify the obstacles faced by beauty and skills education and training institutions. The results show the development of competitors is an obstacle for each institution to develop so that each LKP seeks to anticipate the development of competitors by developing competitive strategies through identifying service needs for skills and beauty. In the face of intense competition in the business of Beauty and Skills Education Institutions, the programs carried out by each institution are different. LKP Puspita Martha and LKP Hanna hold outward programs such as collaboration with outside parties. Each LKP focuses on its own marketing strategy without regard to the strategies of other competitors. In anticipating the entry of new competition and the development of competitors, each LKP seeks to improve promotion and quality of education by providing training for its teaching staff. Each LKP has more value as a differentiation in the form of facilities, LKP-LKP has air-conditioned room facilities, strategic geographical location, a good system because students can directly practice, and the ease of obtaining equipment. The obstacles faced by some LKPs are meeting the demands for innovation needs and the increasing number of competitors or the establishment of new LKPs.

Kata Kunci: *Competitive strategies, obstacles, Course Institutions and Education*