

Marketing Strategies of Cultural Literacy Program in Non-Formal Educational Institution

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Abstract: *This study departed from the expansion of the business program in the education aspect that exists in the society. One of business services conducted by society is on non-formal education. Art, Culture, and Sport Centre of Eco Bambu is a non-formal educational institution service which focuses on community empowerment and cultural literacy program. The purpose of those programs is to introduce the culture of Sundanese in West Java. This research aimed to describe the commercial and non-commercial program done in Eco Bambu and to figure out marketing strategies of education business which is held in Eco Bambu. This research used qualitative methods. The data in this research was collected by doing observation, interview, and documentation. Researchers conducted this research for several months to obtain and to select the data by using data triangulation techniques. The results of this research showed that there are two programs found in Eco Bambu, namely, commercial such as dance coaching, pencak silat, wushu, kaulinan urang lembur like egrang, bakiak, galah asin, congklak, cingciripit, traditional music coaching, and non-commercial such as Eco Bambu as knowledge and information centre or community library, Eco Bambu as a meeting centre for different walks of life like training centre, Eco Bambu as a centre to do research and public service for students and lecturers. Services in non-formal education organized by Eco Bambu is inter-related and sustain each other due to the function of commercial programs is for the development of social programs (non-commercial) for the community education. The marketing strategy in Eco Bambu are using brochure, promoting through social media such as website, face book, and instagram, building relationship, website development program, and doing coordination with the college. Activities that have been done in social media is not only promoting about education program, but also to introduce the local wisdom and character-based education.*

Keywords: Marketing Strategies, Cultural Literacy, Non-formal Educational Institution

1. Introduction

The importance of a change in attitude and behavior which is expected in the 21st century is nowadays making the community become more innovative and creative in running their lives. Education is one of the solutions provided in meeting the necessities of life in the 21st century. The line of education in Indonesia is divided into three parts namely, formal education, non-formal education, and informal education. Each type of education has its own characteristics in practice, such as structured and tiered for formal education, flexible and fit the needs of the community in an informal and non-formal education.

Society in the 21st century is already belonging to the learners, as evidenced by the decrease in the numbers dropping out of school and illiteracy that existed in Indonesia. The community seems to want to free the ability and the potential that exists in itself. Learners make human society becomes increasingly looking for a place to follow the instruction. Learning in the community that developed very varied, ranging from early childhood education, training, equality, continuing education, popular education to study groups even multi literacy learning. Government through non-formal education programs provide learning opportunities for each element of society in order to mutually learn and make them learn. Making learning on this is the

way to become educators or developer of educational programs for the community. Access education services provided to the community is managed and implemented by, of and for the community.

The education in the community can be a program of the non-profit social education services or without charge and there is a paid education programs. The education exclusively through the business sector by the Organizer due to the guidance of the community itself which expect raw inputs are entered on the education program on the process can be produced a superior future output will be come. Specifications customer demand outlined with detail and given the attributes of competence, which is expected to create an outer work performance (outputs, outcomes and impact).

The existing educational institutions in Indonesia is well on the path to formal or non-formal education have been very mushrooming. Even each agency must compete for the sake of getting a place in the hearts of the community that they want education program organized by the institution itself. This is a demanding Manager of each institution must be creative and innovative institution in order to be able to produce high quality output. Innovation is a must, the institution could not afford to do so will be increasingly left behind (Purwanto, Agus 2011: p. 13).

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Developments in the field of business services is inseparable from a variety of environmental factors that change be trigger factors, such as the increasing needs, wants even the expectations of customers want service that can provide the solution. It makes the education field as a potential business become a trend in profit for a particular party. Business in the world of education is also known to have a high durability. Profit-oriented businesses at its core, the implications this will have an impact for the quality of education itself (Anderssona, Pernilla 2016: p. 463). In contrast to other businesses that are very easily influenced by the climate of the economy, business education is generally much more stable because education has always been a priority of the community is good for themselves or family members in the future.

Non-formal education on track, business developed not only a matter of tutoring agencies although it is indeed business is one of the businesses that are the trend in this period. The Government of Indonesia, currently promoting literacy programs that serve as renewable program of eradication of illiteracy and associated with the various areas that became multi literacy program, be it math, technology, communication, to the culture. Literacy plays a vital role in accessing and using information and knowledge (Ngaka, Willy 2016: p. 85). According to Morocco in Jonah Abidin (2015: p. 26) explained that there are 4 competences that should be owned by a person in a controlled multi literacy include: (a) a Proficiency in understanding context, (b) Proficiency in writing for describe meaning, (c) Proficiency in speaking, (d) Skills in mastering renewable tools (technology). This opportunity, it's supposed to be utilized by the developer of education-formal because when the education institutions are able to develop literacy programs or packages the capable multi literacy be able to land in business, then the Agency will get the chance to better existed from other institutions. The introduction of the culture of the nation also became the target of the current Government, the number of cases of claim of culture carried out by neighboring countries, making the program an activity of government cultural literacy or cultural literacy concept. Cultural literacy is the ability to understand and be against the culture of Indonesia as a nation's identity. Eco-cultural literacies are at the heart of place-based pedagogies that acknowledge the local Indigenous knowledge and practices (Penetito in 2017: Jenny Ritchie, p. 291). Currently, in Bandung city there are several organizers of cultural literacy activities, one of them is Cultural, Art, and Sport Centre of art and Eco Bambu as a non-formal institution in Bandung. Cultural literacy fields of knowledge, historical and political events, social interactions, and any other manifestation of culture, can be considered readable (Caball 2013 et al., p. 04).

Eco Bambu that was established in the area adjacent to the Hotel developed by Department of Non-Formal Education Indonesia University of education. These study groups shaped Studio became the centre of service learning society in the context of a commercial and social. Commercial business community education program developed in Eco Bambu was balanced with the non-commercial social

programs for the community. Eco Bambu including succeed in running a business education program of community-based literacy culture, with many visits from local agencies and school formal from out of town. Eco Bambu using specific marketing strategies in developing business education program. The existence of a business education program by the Institute of educational developers in the community, making researchers interested in digging up information in depth about a marketing strategy business education that is managed in Eco Bambu which covers several aspects of the formulation of the problem, namely, the way the management of commercial and non-commercial program in an institutional model, as well as marketing strategy created the Institute for public interest so that it becomes persuasive for the community and participated in.

2. Methodology

The result of this research is gotten using qualitative method. The data were collected by doing observation, interview and documentation study. Qualitative Method oriented in terms exploration, disclosure and inductive logic (Patton, Michael Queen, 2006:15). This research uses data analysis with the technique of triangulation of the data. In addition, the theoretical concepts are also used as supporting data. Researchers interpret data and facts to obtain a description of the business strategy of education developed in Cultural, Art, and Sport Center of Eco Bambu as a non-formal institution, collected data on the results presented in a clear and the conclusion is drawn. Understand a social phenomenon and the perspective of the individuals examined. The aim of the approach is at describing, studying, and explain the phenomenon.

3. Result and Discussion

3.1 Non-formal educational institution Eco Bambu

Eco Bambu is an educational institution which focuses on the development of Arts and culture. The learning place designed such as building like the rest area in the middle of the rice fields functioned as the development of non-formal educational program-based culture and local wisdom. Eco Bambu is located in the city of Bandung, West Java. Workshop of art, culture, and sport has the purpose to re-introduce art and Sundanese culture to the next generation. Eco Bambu into the area of education, art and culture of Sunda that is accepted by all people. It is also real support from the Government program of Bandung to make as a tourism destination. In Eco Bambu we are invited to see the instruments for art performing such as *Sundanese gamelan* and *angklung*. There are also tools for rural children playing or *Kaulinan Urang Lembur*, such as *Egrang*, *Congkak*, *Engkle*, as well as educational media such as music instruments like *angklung* and *gamelan*.

Eco Bambu has been established and become the Tourism place in Indonesia. Workshop of art, culture and sport there is the foundation that being under a subsidiary company of PT Cipaku Indah Hotel. The area of education, art and culture of *Sundanese* that could be accepted by all walks of

life, with the hope of society of Bandung in West Java in particular and generally able to enjoy education are packed and is also one form of support on the program Bandung City Government in order to realize the Bandung tourist destinations of the world. The purposes of the establishment of the workshops are to:

- Rebuild or redevelop the traditional culture and art acceptable modernized throughout the Archipelago based education.
- Rebuild and redevelop traditional foods into acceptable cuisine whole society and International people as education entrepreneurship implemented by Eco Bambu.

Eco Bambu has many different types of commercial activities and activities and non-commercial activities which are free. Based on the results of observation and interviews done by researchers, educational programs in Eco Bambu are: character education values are the most important thing that have to be conducted by teachers in the schools because character is related to attitude people in doing something.

Table 1: Commerical and Non-Commercial Program In Eco Bambu

Commercial Program	Non-Commercial Program
Commercial Programs	Reading Park Service
Traditional Dance Coaching	Digital-based entrepreneurship
<i>Pencak Silat</i> Coaching	Beauty Class
<i>Wushu</i> Coaching	Bambu Craft
Education Kaulinan Urang Lembur: - <i>Egrang</i> - <i>Engkle</i> - <i>Galah Asin</i> - <i>Congkak</i> - - <i>Cingciripit</i>	Training in cooking Traditional Food Research centre of non-formal education departement of Indonesia University of Education

3.2 Social and Business Programs in Eco Bambu

Eco Bambu has two different programs, however, these differences do not make the direction and purpose of organizing different education services. The program organized by the Bambu Eco bound each other and contribute to each learning activity. Commercial activities are organized in the form of literacy packages in Eco Bambu very social support for people around the vicinity of the existing institutions, such as community empowerment activities. Because Eco Bambu, non-formal education corridor remains on IE, as for the function of this class is as a place of learning for the community. Commercial activities as the biggest contributor to community empowerment activities can support the teaching and learning activities in order to keep it running and community based that has been conducted.

3.2.1 Commercial program in Eco Bambu

Eco Bambu is developing education that provided the land business in developing education services. Commercial activity in this Institute is a cultural literacy-based programs educational tours for the general public ranging from children to adults. This activity was implemented to face the challenges of the 21st century. The strength of the current global culture often as the main causes of decreasing cultures

of local/national. The society educated is not to be able in understanding diversity, but accepting differences, being able to adapt, as well as addressing diversity wisely becomes something absolute. Indonesia is famous for a country that has character and a high tolerance attitude towards your fellow community diversity in Indonesia. Cultural literacy is a skill that must be shared by all citizens of Indonesia in the 21st century. Cultural literacy activities held by Eco Bambu is cultural recognition activities based on local wisdom. This activity shaped package paid education is divided into three types of following program: traditional games, traditional sports, and traditional arts. Traditional games include educational cultural activities play; *Egrang*, *Congkak*, *Cingciripit*, *Engkle*, and *Galah Asin*. Package sport activities is divided into two programs that is traditional and contemporary sport i.e.; *wushu* and *pencak silat*. Traditional art programs i.e. learning to dance the dance activities special area in West Java. Participants who follow this cultural literacy activities ranging from kids, teens to adults. Literacy learning culture that is developed by the institution primarily on traditional game not just know how to play the game that there are institutions, but there are values of the characters in the traditional game, according to Putra (2018: p.3) found five characters in some of the games contained in traditional game held in Eco Bambu, the character value starting from the values of the religious, cooperation, honesty, caring, and confidence value.

Financing of cultural literacy Package organized by this institution does not issue a lot of cost. Prospective citizens learn can follow the activities of cultural literacy learning in the form of options, for example the citizens learn that just wants to follow the activities of traditional games like *Congkak*, *Engrang* that still allowed but the learning cost of using the means of the game for IDR 35,000,-/game. Eco Bambu provided the cultural literacy package complete package contains various education consisting of *Egrang*, *Galah Asin*, *Engkle*, *Congkak*, *Cingciripit*, and traditional sport *Pencak Silat* costs IDR 135,000.

External commercialization activities of education in cultural literacy program held at the institution of learning is a citizen can recognize indigenous culture that belongs to the people in *Sundanese*, Indonesia in the form of traditional sports, games, as well as local cultural and artistic practice, this is the most important way to improve children's understanding about the culture of the area that must be preserved in order to be handed down to the younger generation in the foreseeable future.

3.2.2 Non-Commercial Program in Eco Bambu

Eco Bambu has a civic-based social programs. These activities are packed in the community empowerment program and managed by some of the facilitators that the average counterparty from Department of education school of education, University of Indonesia. Synergy built by Eco Bambu and Department of education outside the school in terms of the development of science and research. To that end, Studio Arts and culture and sports Eco Bambu container serves as a community and learning activities in order to increase knowledge, skills/expertise, hobbies, or talent.

Eco Bambu becomes a place of learning society in gaining knowledge and skills as well as some functional activities that are instrumental to improving community life needs. Studio Arts and culture and sports ECO Bambu became the site of the exchange of various information (experience), science and intercultural skills of citizens learning, so learning among citizens with each other can co-exist. Therefore, every citizen learns that come to this institution, is very possible can serve as learning resources for learning other (other communities). Activities organized for the community are as follows: training in the kitchen at the "interests and Talents" is a traditional food-making activities, training webinars. Eco Bambu has a principle in the development of non-formal education institutions namely; Eco Bambu as knowledge center, the information in the development of the library community, as a meeting centre for different walks of life, as well as the central research and outreach (community research centre) especially in development of non-formal education, the following is a basic tasks and functions of the Eco Bambu as a developer community empowerment activity.

1) Eco Bambu as knowledge and information centre or community library

Eco Bambu serves as a developer of innovative knowledge and skills, through research, study and development models. As a developer of knowledge the Institute has a library service society that functions as an information centre for learning. Eco Bambu, utilizing library services to promote national literacy movement synergize with the program of the Ministry of education and culture. National literacy movement include literacy programs reading, technology, information, communication and culture that is given to every visitor who comes to the educational tours. The ways used by Eco Bambu in literacy promotion activities with the development of the concept of service-based digital learning libraries that can make it easier to read access visitors every time you want to want to perform a search and read books as well as easy access and archiving service library the Bandung city in accessing source needs read society.

2) Eco Bambu as a meeting Centre for different walks of life

It not only serves as a meeting place between the Manager with learning resources and learning as well as with community leaders or by various agencies (Government and private/NGO, CBOs), but also Eco Bambu function as a gathering place for all components of society in various fields in accordance with their interests, problems and needs of the community as well as in tune with the principle of learning society or educational development and learning (lifelong learning and education). Eco Bambu is considered beneficial for the community both for meetings and community activities because each community feel that Eco Bambu belongs to the joint community where every community activity could be held in simultaneously there.

3) Eco Bambu as a centre to do research and public service

In this section and visit the art culture and sports serves as a centre for study and research for the development of non-formal education models. In this case, Eco Bambu can be

made into place by the community, academicians as a place to explore, examine, examines various issues or problems in the field of education and skills of people, especially programs that with regard to the programmes in accordance with the principles and objectives of the workshop of art and culture and sports Eco Bambu. Furthermore, many students Non-Formal Education of Indonesia University of Education make this institution as a place to do research.

3.3 Marketing strategy of Eco Bambu

In marketing activities required communications. Communication in marketing is the efforts made in order to make products that are informed to the public can be carried well and right on target. Based on the results of interviews and observations conducted researchers, education business services marketing strategies applied by these institutions is divided into five parts, including; (1) Create social media ranging from the Facebook page as well as Instagram, the website can support advertising agencies, (2) create a brochure activity and package of education, (3) build a relationship with the formal education, (4) developing cooperation with website the Government of the region, (5) the involvement of lecturers and students from the College's partner institutions. Here the explanation of the details of the strategy used in Eco Bambu:

a) Brochure

A brochure or a simple media flyer is used in promoting an activity. Brochures made by Eco Bambu, very interesting and able to make the reader curious to be able to join cultural literacy program Eco Bambu. Eco Bambu using media brochures as marketing strategy for educational tours. The use of brochures as media promotion is very important because it is one of the brochure promotional media quite effectively so far. Eco Bambu do promotional activities for educational tours with flyer to several schools and Government agencies. This way is done because the target citizens learn expected by institutions are children, teenagers and adults. Before conducting the marketing by using brochure communication, Eco Bambu already has permission from the relevant parties before the flyers scattered. The next way is done by these institutions is to allot flyer widely at exhibition events and cultural performance. This activity is very right on target, because Eco Bambu shared the brochure to the right people, namely, the cultural connoisseur. In this persuasive will interest the culture lovers to attend and follow the activities in these institutions. Promotion on such cultural activities be effective because many of the attendees were present to visit Eco Bambu after promotional activities through the Division Champion and the brochure.

b) Marketing through Social Media

Social media is the very means of support in marketing activities. Social media can be intergrated marketing communication in the marketing business, because it is able to perform its functions in an integrated promotion mix until the occurrence of the transaction process (Siswanto, Tito; 2013: p. 82). ECO Bambu products marketing strategy using education-based cultural literacy by using social media. The Institute has two social Media account be Instagram and

Facebook. It is very effective and efficient application is in compliance with the current time. Seen from the advantages of the system by using Instagram media and Facebook very easily accessible and low budget it is of course very easy in doing Marketing Manager without having to be paid to the mass media. Based on the findings discovered by researchers about social media marketing strategy, participants in education is to know the Eco Bambu and all the programs that are on the Eco Bambu through social media. Even many of the participants who came from out of town comes to visit this

c) Building Relationships

The next business strategy is to build relationships. Eco Bambu has a relationship with several agencies, the Office of Education and some of the existing school in Bandung. Bandung is currently doing implementation of curriculum-based learning local culture known as the *Bandung Masagi*. *Bandung Masagi* has a goal to facilitate the development of the entire students of Bandung city in developing its potential and realizing the generation with good character loved and have the skills, the Sundanese culture has a concern against keeping and maintaining the environment for the sustainability of life, as well as embodying the character of students who care and love for the motherland. One goal is to hope students in the city of Bandung have character and skills of Sundanese culture. This of course as starting for Eco Bambu to demonstrate its existence in the world of education. Eco Bambu works closely with the Office of Education of the city of Bandung to become speaker on cultural literacy activities. In addition, Eco Bambu take the role as an instructor in practice the traditional game activities. Not only is the presenter, Eco Bambu take this moment to promote his program and invite the school to be able to visit this institution as a form of education for leisure activities.

d) Website development program

Eco Bambu is one part of the Cipaku Garden Hotel is constantly expanding business development using the services of the website. The benefits that can be obtained using the services of the website are able to interact with the consumer, if the site has been having regular visitors, then likely you can form its own active consumer base. If they are satisfied with the service from you, then these consumers will be happy to share it on your friends or colleagues. The website as a means of sharing information, managers can use the page has been created to share information about goods or services that are offered. This is important so that the customer has performed a general overview about the products needed. Eco Bambu provide excellent services in the form of a service website. Visitors can do a search on the website <http://www.cipakugardenhotel.com/Eco-bambu-cipaku> to be able to know the programs organized by the Eco Bambu. The site is integrated with the Hotel Cipaku Garden. The site is to educate readers about the description of the program held at the Eco Bambu. In addition to using the website site, Eco Bambu often doing promotional activities by using the www.seputarbandungraya.com website, this was done to introduce the activities and achievements ever achieved by Eco Bambu Cipaku. Its function is to inform the public about the credibility of the institution. Eco Bambu is

not only oriented to benefit but also prioritizes the achievements for the sake of institutes. This is done to keep the reader interested to follow existing activities in the Eco Bambu already entered in the category of non-formal education institutions who have credibility.

e) Coordination with the College

Eco Bambu is included in one of the Labsite education for the college students who are in the city of Bandung. This business with the marketing strategy involves College because College is a producing agent of change. Eco Bambu continues to do a marketing strategy by making the Memorandum of Understanding (MOU) with the purpose of higher education institutions in order to improve the quality of the institution in order to get better results from research carried out by professors nor student. With the synergy between formal institutions, professors and students worked together to develop the program, expected to make Eco Bambu as a safe place to learn and full of novelty. This will have an impact both in holding education for the community. Eco Bambu sure with the role of professors and students in organizing cultural-based education will make the community became comfortable in following the activities of learning in educational tours.

4. Conclusion

This research is the importance of creating innovation in educational institutions so that communities can be motivated in doing the process of lifelong learning. ECO Bambu has a culture-based education programs are commercial and non-commercial. Commercial activities were presented to support the activities of non-commercial (empowerment). The Manager did a marketing strategy which is able to attract the attention of a prospective citizen's education through social media, brochures, build relationships with the Government and some formal schooling, website development and the involvement of lecturers and students to give the new colours in organizing community-based education. Then, this research is recommended for all business managers of education and stakeholders. The great financial management system can help the sustainability of institutions in order to keep awake the notice of the institution.

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