The Development of Marketing Management to Increase Interest in "Short Course" Training

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The purpose of this research is to know how to manage marketing, to increase quantity and interest in training. It is to formulate a strategy of support, to increase the quantity and interest for existing short course training in the Aviation Polytechnic of Surabaya (the Polytechnic). This research approach is quantitative. It uses the methods of observation, interviews, and documentation. The results of this research are marketing management training: the short course at the Polytechnic using the marketing mix. *Product*: the training participants creating a generation of quality and achievers. *Price*: using the concept of a conclusion quantity. *Place*: workable boarding school at the Polytechnic or in-house training, in each workplace of the participants. *Promotion*: promoting the formation of a Committee, the Academic Division of efforts and cooperation, marketing with carrying out dissemination to stakeholders and advertisements through the media. *People*: staff at the Polytechnic that are in part the academic, business and Cooperation Division training and education.

Key words: *Marketing, Management, Training*

Introduction

Humans require education to develop and satisfy the wants and needs of life. The competition to enter business is increasingly sharp. With the rapid advancement of technology in this era of globalization, every training institution is always striving to improve its implementation of training, especially in marketing, with the goal of maximizing each institution's targets.

It accords Kotler and Armstrong (2001). There are several kinds of influences for someone choosing a specific activity to meet their needs and desires. In addition to the type of activity they choose, a person's choice as to how they will improve their own qualities is influenced by economic factors, psychological factors, sociological and anthropological factors or culture.

Each agency may increase the quantity of participants by effective marketing. Specific strategies can also enhance the interest of prospective participants when they select an existing community institution. Marketing is a strategy of Marketing Mix namely price (price), the Product (product), Promotion (promotion) and Places (distribution). The existence of an institution's marketing strategy or training can increase the number of potential participants who participate in a short training program. Mature training institutions can know how big is their market share.

Factors increasing the quantity of people choosing a short course, or training, in this case select the education services which they will enter. A prospective participant will be influenced in that choice by environmental elements, including the following:

1. Parent's family, intimate friends, friends' school, whether the participants of the training were at an institution and so on;
2. Strategic location or campus environment which can ensure a smooth execution of training, especially when applying to the boarding school in the Aviation Polytechnic of Surabaya;
3. Cooperation with the media, such as the institution printing and publishing magazines;
4. College leadership (Director) repeatedly giving speeches;
5. Holding a major religious observance by inviting outside society, community leaders and other activities;
6. The view that potential training participants have of educators, ranging from their scientific competence, mastery of teaching methods, control of emotions, to the discipline of teachers;
7. Whether the Agency has methodically segmented the classification of potential training participants, among others: ethnic origin, religious, socioeconomic class, parents, city areas, rural and so on;
8. The success of the Training Institute for participants and whether participants obtained employment as well as success in the face of trials in the community;
9. Type of program that is very influential in attracting potential participants, because the program will provide the knowledge that had its own meaning for participants to enter employment; and
10. The existence of a group of alumni who control a particular employment.

Educational institution and practices face many questions, depending on the actual circumstances of the campus. Generally, the underlying paradigm is that education in society is still often wrong, because "education is not merely to get a job but for the development of learners". The paradigm of educational objectives is still of concern, although trivial, but not impressed either, because it will form a pattern of thought that the protégé is wrong anyway. The second issue that caused the still low-level of interest in short training courses, is the paradigm oriented to the certificate. This paradigm is still inherent in the minds of most participants. They still thought that education and exercise is simply to get a job, through a purely formal certificate. A more serious issue again is when they assume that the job could be obtained easier with a diploma, the implication being that they assume that the certificate is everything; consequently they do not study seriously and lack quality, especially for lifelong learning, because they are thinking how to pass the exam rather than how to acquire competence and skill (Osman & Sentosa 2013).

Promotion of the college was intended to make the college known to the public. The public can then participate in the development of the institution. The community will follow the leadership of the education or training. Short courses in colleges they know, and that maybe have quality, are already understood. Therefore the community needs to know in advance about an institution. It can then follow by choosing to be educated in the institution. Here, the college need to set a marketing strategy, to increase the quantity of training and education in short courses that is expected of the college.

Based on the author's problem research was written titled "Development of Marketing Management starts an increase in the Quantity of Interest to Training: The Short Course at the Aviation Polytechnic of Surabaya". The problem in this research is formulated thus: 1) How can training marketing be managed for a short course at the Aviation Polytechnic of Surabaya? 2) How can marketing management increase the quantity of interest in training at a short course at the Aviation Polytechnic of Surabaya? 3) How marketing strategy can increase the quantity of interest in training for a short course at the Aviation Polytechnic of Surabaya?

Research methods

The writers do field research, including research conducted directly in the field to obtain necessary data. The qualitative research also sought to understand the subject and object of research (individual, community, or institution), based on the fact that looks are what they are (natural paradigm).

This type of qualitative research was used because the author used observation, interviews, and documentation as a data collection method. Also, qualitative research is more

exploratory. It adapts to the problem in this research which is to understand social situations, events, situations, roles, interactions, and groups. This course will explicate marketing management and its impact on the increase of interest in training.

The object of this study is the Aviation Polytechnic of Surabaya (the Polytechnic) located at Jemur Andayani 1 Street number 73, Surabaya, East Java. Purposive sampling was used to sample data. The author expects to acquire information about marketing at the Polytechnic.

This research gathered a wide sample. It surveyed the Director, Deputy Director, officials, and the academic division of effort and training cooperation. It also sampled staff in public relations and infrastructure, and involved educators in infrastructure. The total was 50 people.

Result and Discussion

A SWOT analysis marketing strategy was performed. It showed that Aviation Polytechnic employs Strength-Opportunity strategies (Strategies SO), or internal strengths to take advantage of external opportunities. It did so by applying ST, WO, and WT strategies. Strength Strategy – Opportunity (SO) was owned by Aviation Polytechnic. It refers to a formula that gives strategy guidelines in achieving goals.

Based on the SWOT analysis, marketing training will be right when doing progressive Strategies (Strategies Survive). This strategy maximizes strengths to earn profits, promotions and so on, in order to achieve growth in developing a sustainable Aviation Polytechnic (Sustainable Growth).

The Marketing Strategy
Product

In the Training Program of the Short Course, attendees will have the knowledge, ability, insight and skills relating to several fields including:

1) use of equipment detector inspection using x-ray machines,
2) knowledge of aircraft and care about the security of airports,
3) knowledge about transportation safety,
4) the knowledge of computer networks and mechanical electrical.

Graduates of the Program of Short Course Training in general work at the institutions of Government (central and local), airports around the country, the industrial company that has entered into an agreement of cooperation with the Polytechnic, and also companies that require experts in the fields of electrical engineering and security.

In this case the recommended strategy for improved quality or quantity, to comply with quality assurance demands, is to do ensure that its graduates accord with users' expectations, especially in industry but also in society in general.

Price

The Polytechnic has grown into one of the preeminent colleges, and is trusted in many partnerships with several government agencies and private industry. To meet the needs of continuing education, it opened a Short Course in Training and Education, with workforce for strategic areas. This Polytechnic Campus makes it easy to increase the quantity of aviation interest training, through its short course.

Promotion

The method of communication used by the Aviation Polytechnic provides information to other parties about training programs. Information consists of marketing; disseminating to stakeholders and through media advertising online. 'Advertisement' includes any communication, formal or informal. Public relations is the establishment of a cooperation agreement between the Polytechnic with other institutions. Promotion has a very important role for a training program that will be implemented. With the introduction of the Aviation Polytechnic, it is likely to expand knowledge of the larger society, so that it can contribute positively to the quantity of interesting training, through its short course as described.

Place

The location of the Aviation Polytechnic is easy to reach. The implementation of training programs also is comfortable and complete with a supporting infrastructure. Training program implementation processes are such they later they can run effectively and efficiently.

Conclusion

We viewed and analyzed the results from the questionnaire. It can be concluded that most respondents consider important the use of marketing strategy in colleges, to develop and run with current technology. Because of such marketing strategies, colleges can increase the quantity of interest in short course training, for the present and the future. In particular, use of the 4Ps (Product, Price, Place, and Promotion) can determine market opportunities, reach the target quantity, and identify and distribute training participants into work sites.

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