

SWOT ANALYSIS OF THE BRIGHT ENGLISH (TBE)

MARKETING STRATEGY



By

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21.J2.0008

ENGLISH STUDY PROGRAM

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SEMARANG

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A Final Project Report Presented as a Partial Fulfillment for the Requirements

for the Degree of *Sarjana Sastra* in the English Study Program



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SUMMARY

The intern had experienced a 5 months internship in 4 different division in TBE which are Marketing Division, Academic Division, Student Advisor Division, and General Affairs Division. In order to analyze every aspect of TBE's marketing strategy, the intern chose to use qualitative method to finds out the analysis of the TBE's Strengths, Weaknesses, Opportunities, and Threats (SWOT). From the analysis the intern was able to identify key challenges that are found during the internship period, thus appropriate recommendations are able to be given to the problems that occur.

Keywords: Key Challenges, Marketing, SWOT Analysis

RINGKASAN

Peserta magang telah menjalani magang selama 5 bulan di 4 divisi yang berbeda di TBE, yaitu Divisi Pemasaran, Divisi Akademik, Divisi Penasihat Siswa, dan Divisi Umum. Untuk menganalisis setiap aspek dari strategi pemasaran TBE, peserta magang memilih untuk menggunakan metode kualitatif untuk mengetahui analisa Strengths, Weaknesses, Opportunities, dan Threats (SWOT) TBE. Dari analisa tersebut, peserta magang dapat mengidentifikasi tantangan utama yang ditemukan selama periode magang, sehingga dapat memberikan rekomendasi tepat terhadap kendala yang terjadi.

Kata kunci: Tantangan Utama, Pemasaran, Analisa SWOT