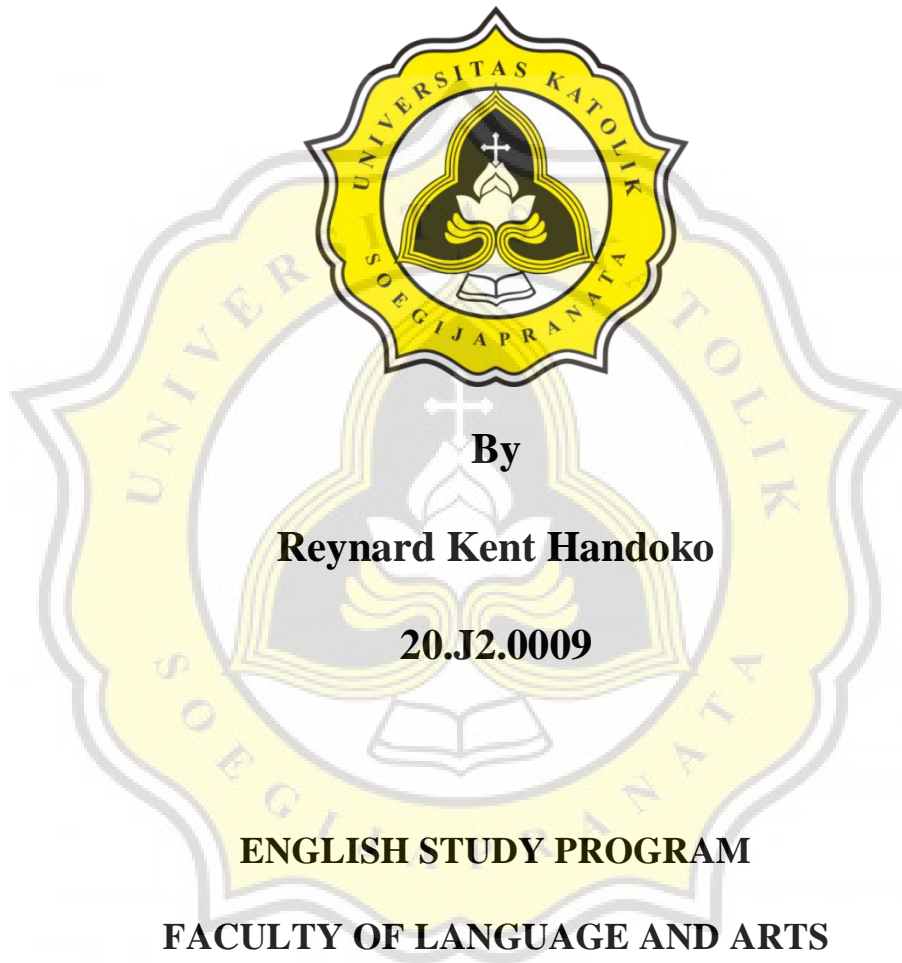


**CHALLENGES IN PROMOTING THE BRIGHT  
ENGLISH, AN ENGLISH COURSE IN SEMARANG**

**A FINAL PROJECT REPORT**



**By**

**Reynard Kent Handoko**

**20.J2.0009**

**ENGLISH STUDY PROGRAM**

**FACULTY OF LANGUAGE AND ARTS**

**SOEGIJAPRANATA CATHOLIC UNIVERSITY**

**SEMARANG**

**2023**

**CHALLENGES IN PROMOTING THE BRIGHT ENGLISH, AN  
ENGLISH COURSE IN SEMARANG**

**A Final Project Report Presented as a Partial Fulfilment for the  
Requirements for the Degree of *Sarjana Sastra* in the English Study**

**Program**



**By**

**Reynard Kent Handoko**

**20.J2.0009**

**ENGLISH STUDY PROGRAM**

**FACULTY OF LANGUAGE AND ARTS**

**SOEGIJAPRANATA CATHOLIC UNIVERSITY**

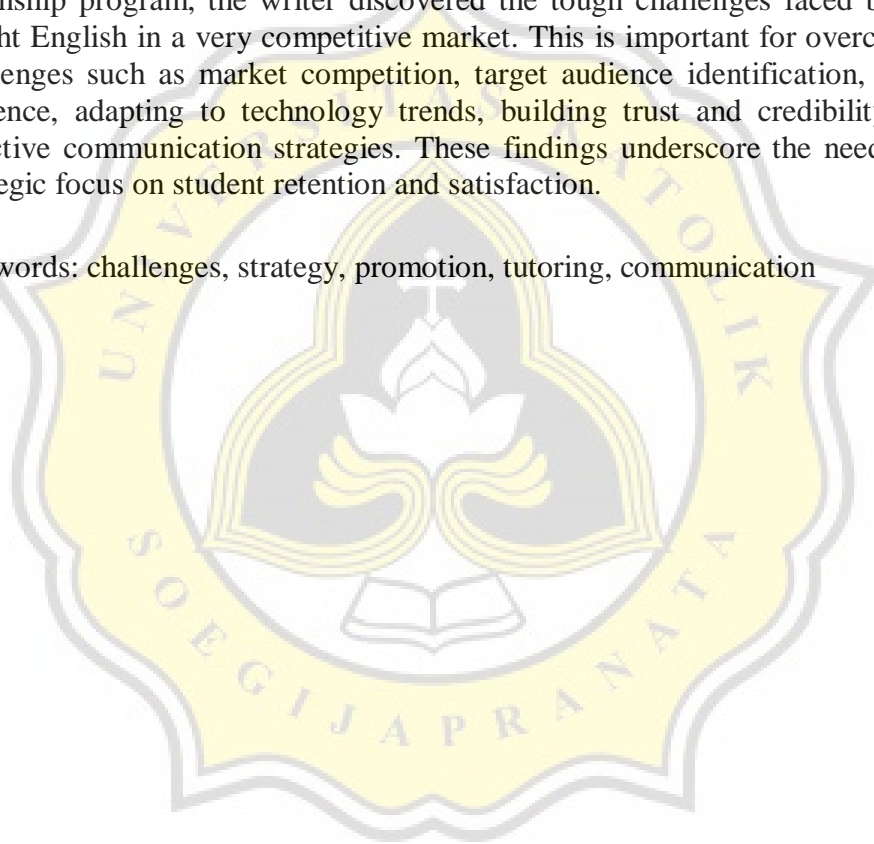
**SEMARANG**

**2023**

## **SUMMARY**

During the writer's internship program, the writer identified challenges in promoting The Bright English, an English course in Semarang, focusing on developing strategic solutions. Qualitative methods are used to analyze competitive markets, identify target audiences, increase online presence, adapt to technology trends, build trust and credibility, and develop effective communications strategies. The results of this internship report highlight the importance of developing a more evident unique proposition, adapting the curriculum to Semarang's cultural diversity, and implementing a strong digital marketing strategy to win market competition and increase the attractiveness of The Bright English as a leading English course institution in the city. During the internship program, the writer discovered the tough challenges faced by The Bright English in a very competitive market. This is important for overcoming challenges such as market competition, target audience identification, online presence, adapting to technology trends, building trust and credibility, and effective communication strategies. These findings underscore the need for a strategic focus on student retention and satisfaction.

Keywords: challenges, strategy, promotion, tutoring, communication



## **SUMMARY**

Selama penulis melakukan program magang, Penulis mengidentifikasi tantangan dalam mempromosikan The Bright English, sebuah kursus bahasa Inggris di Semarang, dengan fokus pada pengembangan solusi strategis. Metode kualitatif digunakan untuk menganalisis pasar kompetitif, mengidentifikasi audiens target, meningkatkan kehadiran online, beradaptasi dengan tren teknologi, membangun kepercayaan dan kredibilitas, dan mengembangkan strategi komunikasi yang efektif. Hasil laporan magang ini menyoroti pentingnya mengembangkan proposisi unik yang lebih jelas, mengadaptasi kurikulum dengan keragaman budaya Semarang, dan menerapkan strategi pemasaran digital yang kuat untuk memenangkan persaingan pasar dan meningkatkan daya tarik The Bright English sebagai lembaga kursus bahasa Inggris terkemuka di kota ini. Selama program magang, penulis menemukan tantangan berat yang dihadapi The Bright English di pasar yang sangat kompetitif. Hal ini menekankan pentingnya mengatasi tantangan seperti persaingan pasar, identifikasi target audiens, kehadiran online, beradaptasi dengan tren teknologi, membangun kepercayaan dan kredibilitas, dan strategi komunikasi yang efektif. Temuan ini menggarisbawahi perlunya fokus strategis pada retensi dan kepuasan siswa.

Kata kunci: tantangan, strategi, promosi, bimbingan belajar, komunikasi