

ABSTRAK

ANALISIS STRATEGI BERSAING PADA BISNIS JASA PENDIDIKAN: STUDI KASUS PURWADHIKA DIGITAL SCHOOL

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Indonesia telah memasuki era Industri 4.0 di mana pertumbuhan teknologi semakin masif. Hal ini mendorong perusahaan untuk bergerak menuju digitalisasi sehingga kebutuhan akan tenaga kerja digital juga semakin meningkat setiap tahun hingga mencapai satu juta per tahun.

Purwadhika Digital School adalah sekolah teknologi digital di Indonesia yang menawarkan berbagai program Bootcamp untuk membantu individu memulai karier mereka di industri digital, seperti Data Science, Full Stack Web Development, UI/UX Design, Visual Design, dan Digital Marketing.

Analisis dalam penelitian ini dilakukan terhadap profil perusahaan serta analisis lingkungan eksternal dan internalnya. Lingkungan eksternal mencakup analisis industri berdasarkan analisis PESTEL. Analisis internal dilakukan dengan menggunakan analisis Business Model Canvas dan VRIO Analysis.

Berdasarkan hasil analisis lingkungan internal dan eksternal, Purwadhika Digital School memiliki strategi bersaing diferensiasi terfokus. Purwadhika Digital School memilih strategi diferensiasi terfokus sebagai pendekatan strategis karena harga Bootcamp mereka yang relatif tinggi, sehingga Purwadhika Digital School terfokus pada kelas korporat maupun menengah ke atas. Namun, harga tersebut sebanding dengan fasilitas-fasilitas eksklusif yang mereka sediakan, yang tidak dapat ditemukan di Bootcamp sejenis.

Kata kunci: Strategi Bisnis, Purwadhika Digital School, Analisis PESTEL, VRIO, *Business Model Canvas*

ABSTRACT

COMPETITIVE ANALYSIS STRATEGY IN THE EDUCATIONAL SERVICES BUSINESS: A CASE STUDY OF PURWADHIKA DIGITAL SCHOOL

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Indonesia has stepped into the era of Industry 4.0, characterized by substantial technological growth. As a result, there is an increasing trend towards digitalization among companies, leading to a rising demand for digital labor, estimated at up to one million individuals per year.

Purwadhika Digital School, a prominent digital technology institution in Indonesia, offers a range of Bootcamp programs designed to help individuals kickstart their careers in the digital industry. These programs encompass Data Science, Full Stack Web Development, UI/UX Design, Visual Design, and Digital Marketing.

The study encompasses an analysis of the company's profile, as well as its external and internal environments. The external environment analysis includes an industry assessment based on PESTEL analysis, while the internal analysis is conducted using the Business Model Canvas and VRIO Analysis.

Based on the findings from the internal and external environment analysis, Purwadhika Digital School has embraced a focused differentiation competitive strategy. This strategic approach is attributed to the relatively higher price of their Bootcamp, which caters to the corporate and upper-middle classes. The premium price point is justified by the exclusive facilities they provide, setting them apart from similar Bootcamps.

Keywords: *Business Strategy, Purwadhika Digital School, PESTEL Analysis, VRIO, Business Model Canvas.*