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Strategi Pemasaran Berbasis Pengalaman pada Layanan Kursus Bahasa Inggris di Enghood
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INTISARI

Penulisan ini bertujuan untuk mengeksplorasi secara mendalam pengalaman hidup dan pembentuk nilai dari berbagai pihak di dalam ekosistem Enghood. Enghood merupakan sebuah lembaga kursus bahasa Inggris non-formal berbasis komunitas di Kota Malang yang mengusung konsep ‘belajar di kafe’. Penulisan ini dirancang untuk memahami bagaimana pengalaman nyata dan nilai layanan terbentuk secara kolaboratif guna merumuskan strategi pemasaran berbasis pengalaman yang efektif untuk memicu kembali pertumbuhan bisnis Enghood.

Metode Penulisan yang digunakan adalah kualitatif dengan pendekatan fenomenologi. Data primer dikumpulkan melalui wawancara mendalam (*in-depth interview*) secara daring dengan 15 partisipan yang dipilih menggunakan teknik *purposive sampling* hingga mencapai saturasi data. Partisipan terdiri dari tim manajemen, pembimbing (*coach)*, murid (learner), alumni murid, peserta (*peserta*Enghood), serta partner mitra Enghood. Keabsahan data diuji menggunakan metode triangulasi data (triangulasi sumber dan teknik) serta pengecekan kredibilitas melalui empat kriteria validitas kualitatif. Analisis data dilakukan secara tematik dengan pengkodean dua siklus (*First Cycle* dan *Second Cycle coding*).

Hasil analisis tematik mengidentifikasi tiga tema utama berdasarkan tingkatan organisasi sosial: (1) *Macro Level*: Pergeseran ekspektasi pasar dari pendidikan konvensional menuju pendidikan informal yang kasual, rekreatif, dan berbasis pengalaman; (2) *Meso Level*: Pengelolaan ekosistem melalui kolaborasi lintas aktor (manajemen, tutor, mitra penyedia penutur asing, dan komunitas lokal) serta penyeimbangan antara standarisasi operasional (SOP) dengan fleksibilitas kurikulum; (3) *Micro Level*: Terciptanya dampak psikologis positif berupa 'ruang aman' (*safe place*) untuk belajar tanpa takut dihakimi (*no judgment*), terciptanya hubungan sosial dua arah yang setara antara tutor dan murid, serta peningkatan rasa percaya diri peserta. Melalui lensa *Service-Dominant (S-D) Logic*, nilai layanan Enghood terbukti tidak diciptakan secara sepihak oleh perusahaan, melainkan dibentuk bersama melalui integrasi sumber daya antar aktor. Berdasarkan temuan tersebut, strategi pemasaran Enghood direkomendasikan untuk memperkuat diferensiasi identitas 'ruang aman', mengoptimalkan konten visual berbasis testimoni pengalaman di media sosial, memperluas jaringan kolaborasi acara komunitas, serta membenahi kendala operasional kafe (seperti gangguan kebisingan musik dan faktor cuaca) demi menjaga profesionalisme layanan.

Keywords: *Experiential Marketing, Service-Dominant Logic, Value Co-Creation, Fenomenologi, Kursus Bahasa Inggris, Enghood.*

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ABSTRACT

This study aims to deeply explore the lived experiences and value formation of various stakeholders within the Enghood ecosystem. Enghood is a community-based non-formal English course institution in Malang City that adopts a 'learning at a cafe' concept. This research is designed to understand how real experiences and service values are collaboratively formed in order to formulate an effective experiential marketing strategy to reignite Enghood's business growth.

The research method employed is qualitative with a phenomenological approach. Primary data were collected through online in-depth interviews with 15 participants selected using purposive sampling technique until data saturation was achieved. Participants consisted of management team members, coaches (tutors), active learners, alumni learners, community members, and Enghood's partner associates. Data validity was tested using triangulation methods (source and technique triangulation) as well as credibility checks through four qualitative validity criteria. Data analysis was conducted thematically with two-cycle coding (*First Cycle Coding* and *Second Cycle coding*).

The thematic analysis results identified three main themes based on social organizational levels: (1) Macro Level: Shifting market expectations from conventional education toward casual, recreational, and experience-based informal education; (2) Meso Level: Ecosystem management through cross-actor collaboration (management, tutors, native speaker provider partners, and local communities) as well as balancing operational standardization (SOP) with curriculum flexibility; (3) Micro Level: The creation of positive psychological impacts in the form of a 'safe place' for learning without fear of judgment (no judgment), the establishment of equal two-way social relationships between tutors and learners, and increased participant self-confidence. Through the lens of Service-Dominant (S-D) Logic, Enghood's service value is proven not to be unilaterally created by the company, but rather co-created through resource integration among actors. Based on these findings, Enghood's marketing strategy is recommended to strengthen the 'safe space' identity differentiation, optimize visual content based on experiential testimonials on social media, expand collaborative community event networks, and address operational cafe constraints (such as music noise disturbances and weather factors) to maintain service professionalism.

Keywords: *Experiential Marketing, Service-Dominant Logic, Value Co-Creation, Phenomenology, English Course, Enghood.*