



## ABSTRACT

Widya Edu has been a one of the recent start-up in the education technology (EdTech) industry in Indonesia, however one of the biggest issue it has was how could they grow their daily active user (DAU) in 2021 which was a year of pandemic and an increased demand on online learning platform. In order to find out where could Widya Edu improve, an analysis and research was done in two aspects: The company itself using the 7P's of Marketing Mix, and the EdTech industry itself through Michael Porter's Five Forces model. Both of these analyses concluded with Widya Edu being competitive enough to perform from its product line-up, hence market research was done towards 159 customers of Widya Edu to assess the quality of the products and its demand. The result of this was that the focus that despite Widya Edu focus towards its main product, which was live classes, 86% of the customers did not use it, and the most popular products in Widya Edu was its try-out and live seminar/tutoring instead. This was supported further in a research done towards the competitors as there were better providers in the live classes product, such as Ruangguru and Zenius. This meant that Widya Edu had misplaced its focus, and thus it needed a revision of its marketing mix, particularly the product itself. In particular, Widya Edu needed to diversify their products more, such as adding new features in their products. The report concluded by giving two ways to do this. First, a gamification of the products was needed, as gamification itself was a new feature in the EdTech Industry that combined the learning process with games, an idea not many EdTech companies had taken. Second, it needed a free trial program as part of its marketing to create more accessibility towards its customers, so that they can try paid products and learn its benefits first instead of being uncertain in paying for Widya Edu's products.

**Keywords:** Market Research, marketing mix, customer acquisition in EdTech, market segmentation



*Widya Edu merupakan salah satu start-up kini di bidang edukasi teknologi (EdTech) di Indonesia, namun salah satu isu yang mereka hadapi adalah bagaimana cara untuk meningkatkan pengguna per hari atau daily active user (DAU) mereka di 2021, tahun pandemi yang meningkatkan permintaan pasar untuk pembelajaran secara daring. Untuk mengetahui bagian mana yang bisa ditingkatkan Widya Edu, dilakukan analisis dan riset dalam dua aspek: Terhadap perusahaan menggunakan model 7P's of Marketing Mix, dan terhadap industry EdTech menggunakan Michael Porter's Five Forces. Hasil dari analisis ini adalah Widya Edu sudah cukup bersaing dari sisi produknya, dan karena itu, riset pasar dilakukan ke 159 pengguna aplikasi Widya Edu. Hasil dari riset ini adalah walaupun fokus produk utama Widya Edu adalah kelas online (live classes), 86% tidak menggunakan produk tersebut, dan produk yang paling sering digunakan adalah try-out dan seminar. Riset ini didukung lebih dalam dengan analisis terhadap competitor, dimana produk kelas online sudah menjadi umum dan banyak alternatif yang lebih baik, seperti Ruangguru dan Zenius. Ini berarti Widya Edu kurang tepat dalam membidik fokusnya, dan diperlukan revisi dalam marketing mix, terutama di sisi produknya. Tepatnya, Widya Edu perlu melakukan diversifikasi terhadap produknya untuk membedakannya dari competitor dan membangun identitasnya, seperti menambahkan fitur baru di produknya. Laporan ini ditutup dengan dua rekomendasi yang bisa dilakukan terhadap ini. Pertama, Widya Edu bisa mengimplementasi gamifikasi pada produknya, sebuah fitur baru didalam industry EdTech yang menggabungkan proses belajar dengan elemen gim, dimana fitur ini belum terlalu diadopsi oleh perusahaan EdTech lain. Kedua, Widya Edu perlu mengimplementasi program mencoba produk Widya Edu secara gratis, agar membuka aksesibilitas produk terhadap konsumennya lebih lebar lewat mengakses produk yang harusnya berbayar dan menghilangkan ketidakpastian terhadap produk Widya Edu.*

**Kata Kunci:** Riset pasar, marketing mix, akuisisi pelanggan di EdTech, segmentasi pasar