

Research Article

Developing A Content Marketing Strategy to Enhance Lead Generation (Case Study: Jago Bahasa)

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Abstract: *Jago Bahasa is an online English education company offering various programs, including Jago Speaking, English for Specific Purposes, TOEFL & IELTS Preparation, and specialized courses for children. Despite significant growth in social media reach and engagement across platforms like Instagram and TikTok, with reach increasing by 44% from Q2 to Q3 2024, monthly lead generation has been inconsistent. This final project aims to develop an effective content marketing strategy to enhance lead generation for Jago Bahasa. The research began by analyzing both external and internal environments. For external analysis, the research utilized Porter's Five Forces, PESTEL analysis, Competitor Analysis, and Customer Analysis through both qualitative and quantitative approaches. The study examined the company's capabilities through VRIO analysis, Porter's Value Chain, STP analysis, and Marketing Mix 7Ps for internal analysis. The research employed netnography to analyze customer behavior across social media platforms and surveyed 228 respondents to understand content preferences and engagement patterns. The results showed a significant gap between the awareness and consideration stages of the customer journey. Despite high social media reach, conversion to leads was low. Customer behavior analysis showed strong engagement with entertainment and educational content, although the lead generation was still below target. Based on the findings, the research proposes a content marketing strategy that focuses on refining the combination of content, increasing the conversion rate from engagement to leads, and improving the effectiveness of social media campaigns.*

Keywords: *Content Marketing Strategy, Lead Generation, Online Education, Social Media Marketing.*

I. INTRODUCTION

The demand for English proficiency in Indonesia has grown significantly in recent years, driven by globalization and its profound impact on education and employment. English is key for career progression, tertiary-level access, and competitiveness in a growing, increasingly interconnected world. Despite its criticality, Indonesia lags behind its neighboring nations in Southeast Asia in mastering the language of English. Indonesia stands at position 80 out of 116 countries in overall mastery of the language and, in consequence, in "low level" of proficiency in terms of the 2023 EF English Proficiency Index (EF, 2024), while its neighboring nations stand at position 3rd (Singapore), 22nd (the Philippines), and 26th (Malaysia), respectively, with an indicative rise in level of mastery.

At the same time, Indonesia's virtual sphere is developing at a high velocity, with opportunities and challenges for educational providers alike. As of 2024, social media use grew to 139 million active users, 49.9% of the country's population. That's a 12.7% annual growth, a sign of the growing use of platforms such as Instagram, TikTok, and YouTube for communications, studies, and commercial activity (DataReportal, 2024). All of these platforms have become necessary for communicating with youth and marketing educational services, thus, for a company such as Jago Bahasa.

This expanding virtual presence has powered Indonesia's speedy development in its language training marketplace for the English language. As one of Southeast Asia's largest economies, Indonesia's demand for English is powered by increased awareness of its utility in competing in the international economy (Aniket Hade, 2024). Government interventions for increased access and educational improvement have added pace to such development. Companies such as Jago Bahasa have drawn lessons in such trends by leveraging virtual platforms to provide flexible, accessible, and participatory options for training in a manner that adheres to learners' requirements in Indonesia.

Despite this potential, social media has a high level of content and presents a significant challenge. The daily flood of entertainment, trending content, and overall distractions present strong competition for its users' attention (DataReportal, 2024). Learning and educational content are challenging to get noticed and connect with their target in such a saturated environment. For Jago Bahasa, such a challenge heightens an imperative for additional cutting-edge and focused strategies to convert engagements into actionable leads.



Jago Bahasa has grown significantly in social media reach and engagement across platforms like Instagram and TikTok. For example, Instagram's reach increased by 44% from Q2 to Q3 of 2024, rising from 6.2 million to 11.9 million views. However, despite this achievement, monthly lead generation has been inconsistent, raising concerns about the effectiveness of current marketing strategies in converting engagement into meaningful leads. Ideally, the lead generation should show steady growth to align with company objectives, but recent trends highlight fluctuating performance, with leads peaking at 6,909 in July but declining to 5,662 by September.

II. LITERATURE REVIEW

A) English Course

Modern English language training embraced technological development, seamlessly combining technological tools and multimedia materials with traditional instruction frameworks. Integration with technology promotes personalized learning, real-time feedback processes, and access to actual language materials (Sarabi, 2024). Integration with virtual language practice software, programs, and adaptive platforms revolutionized language skill development and practice, making language training accessible and fascinating for various learner groups.

B) Marketing Strategy

Marketing strategy represents a systematic approach to achieving market objectives through understanding and fulfilling customer needs in today's dynamic business environment. In managing marketing strategies, a deep understanding of consumer behavior, market trends, and competitive advantages is key to success (Erislan, 2023). Developing effective marketing strategies requires careful consideration of various internal and external factors that influence market dynamics.

a. External Analysis

External analysis is a thorough analysis of factors external to an organization that impact performance and strategic decision-making in a business. In dealing with business strategies, an in-depth awareness of trends in the marketplace, competitive edge, and the environment forms the principal key to success (Supriadi, Setiawan, Rahayu, & Djumahir, 2020). External analysis enables organizations to preserve competitive positions by thoroughly examining factors over which organizations have no direct control. Effectiveness in external analysis is, in a considerable manner, contingent on an awareness of competitive and market dynamics, necessitating organizations to make ongoing adaptations in approaches to satisfy changing requirements in the marketplace and technological improvements (Shtal, et al., 2018).

Porter's Five Forces is one of the most important competitive force analysis frameworks in determining industry structure and market attractiveness (Paramadita & Hidayat, 2022). PESTEL analysis is a tool that helps organizations assess external factors that affect operations and decision-making processes. PESTEL is an acronym for Political, Economic, Social, Technology, Environmental, and Legal factors. This analytical tool helps businesses identify potential opportunities and threats within their macroenvironment, facilitating informed strategic planning (Rashid, 2023).

Competitor Analysis is indispensable in competitive markets. It's about understanding direct and indirect competitors to help one reach informed decisions in strategy matters (Czepiel & Kerin, 2021). Customer Analysis is a basic theoretical framework that provides an understanding of the market opportunities and customer behavior, allowing companies to design and deliver products and services according to customer expectations (Babin & Harris, 2021).

b. Internal Analysis

Internal analysis allows an organization to assess its resources, capabilities, and core competencies to help the firm construct suitable strategies. A business could align its production, marketing, finance, human resources, and research and development functions by identifying different strengths and weaknesses for definitive strategic objectives. The procedure has application not only for internal problem-solving but also in exploiting singular resources for achieving sustained competitive advantages and guaranteeing continuing success in the marketplace for longer periods (Alsem, 2023).

VRIO Analysis is a powerful tool for assessing a company's internal resources and capabilities to identify sources of sustainable competitive advantage. This framework helps businesses evaluate their strategic assets and determine their potential for creating long-term success in the marketplace. The four most important factors of VRIO can be discussed below: Value, Rarity, Imitability, and Organization (Grimm, et al., 2021).

Porter's Value Chain also breaks down a company's primary and support activities to assess how it creates value. STP Analysis (Segmentation, Targeting, and Positioning) helps in defining the company's market strategy, while the Marketing Mix 7P evaluates Product, Price, Place, Promotion, People, Process, and Physical Evidence to ensure alignment with the marketing objectives (Shaw E. H., 2012)

C) Lead Generation

Lead generation strategy is a marketing practice of attraction and interest in a service or a product to develop sales strategies and, in a follow-up, solicitation of new buyers (Dineshkumar, 2024). It is one of marketers' most important tools in creating leads in modern times in a digital marketing era, with high-profile companies creating and curating content to develop and build brand value and trust (Huggins et al., 2023).

D) SWOT Analysis

SWOT Analysis is a planning tool for Strengths, Weaknesses, Opportunities, and Threats in a project, a business opportunity, or an organizational decision scenario (Wang, 2007). SWOT Analysis is a comprehensive model for an organization to review its inner and outer factors that affect its performance and competitive position in the marketplace (Mawardi & Yasmine, 2019).

E) Research Design

The research design for this study is illustrated in Fig 1. The primary business issue faced by Jago Bahasa is the inconsistency in converting social media engagement into actionable leads. The research aims to (1) analyze internal and external factors influencing Jago Bahasa's social media marketing performance, (2) identify key drivers and barriers to converting engagement into leads, and (3) propose effective marketing strategies to improve lead generation. The research will begin with a literature review to lay a theoretical background, selecting frameworks for both internal and external analysis, including VRIO Analysis, Porter's Value Chain, STP Analysis, and the Marketing Mix (7Ps) for internal analysis, and Porter's Five Forces, PESTEL Analysis, Competitor Analysis, and Customer Analysis for external analysis.

The next step involves data collection from both secondary and primary sources. Primary data will be collected through surveys and interviews with potential buyers and internal stakeholders at Jago Bahasa, while secondary data will involve performance reports and industry benchmarking. The collected data will assist in analyzing factors impacting lead generation. Following the data collection, an analysis will identify the strengths and weaknesses of Jago Bahasa and the external competitive environment. These findings will be synthesized through a SWOT analysis to address the first objective of the research.

In the final stage, an effective content marketing strategy will be developed to address Jago Bahasa's business concerns. The strategy will maximize effectiveness and visibility in competitive and dynamic social media environments. The research will provide concrete recommendations and an actionable execution plan to ensure that the proposed strategy can lead to observable improvements in lead generation.

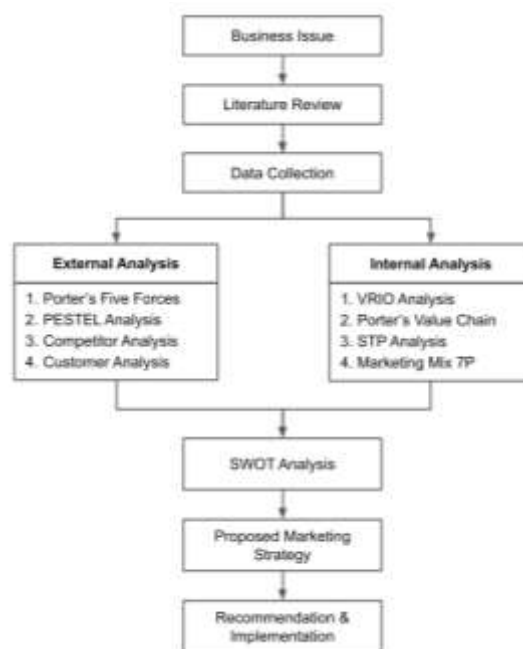


Fig. 1 Research Design

F) Data Analysis Method

Data analysis transforms the collected information into actionable insights. This study employs a mixed-methods approach, integrating qualitative and quantitative analysis techniques. Quantitative survey data is analyzed using descriptive

statistical methods to visualize trends and preferences, while qualitative data from interviews and social media interactions is coded and categorized thematically to uncover behavioral insights. This comprehensive analysis ensures a well-rounded understanding of Jago Bahasa's marketing performance (Onwuegbuzie & Combs, 2019).

a. Quantitative Method

Quantitative research entails numerical data in the identification of trends and relationships. In this study, structured surveys were used for data collection on engagement behaviors, content preferences, and perceptions. Data analysis in this paper was based on a comprehensive statistical approach, starting with tests of classical assumptions to validate the dataset. The normality test ensures that the data represents the population behavior of content engagement, the multicollinearity test ensures that each type of content contributes uniquely to generating leads, the heteroscedasticity test confirms the consistency of content effectiveness across different levels of engagement, and linearity testing ensures that improvements in content strategy lead to a proportionate rise in lead generation outcomes.

The results are analyzed through multiple linear regressions that check the relationships among different content types and lead generation, supported by T-tests that verify the hypotheses. This method is useful for helping draw actionable insights into optimizing the content strategy by understanding how different types of content affect audience engagement and lead generation (Ghozali, 2018).

b. Qualitative Method

In this study, qualitative methods include netnographic analysis of social media interactions to observe customer behaviors and engagement patterns with Jago Bahasa's content. Additionally, in-depth interviews with Jago Bahasa's marketing team are analyzed through descriptive analysis. These methods provide a rich perspective on internal and external factors influencing lead generation (Kozinets & Gretzel, 2022).

III. RESULTS AND DISCUSSION

A) External Analysis

a. Porter's Five Forces

Porter's Five Forces are the most important competitive force model for determining industry structure and market attractiveness. Michael Porter designed it, and with its use, an organisation can assess competition in an industry and build less vulnerable competitive positions. Porter's model is composed of five such forces:

- Threat of new entrants: The threat of new entrants in the online language education market is moderate. With low entry barriers in accessible web platforms, new entrants must make significant investments in developing content and awareness for a new brand to effectively challenge marketplace leaders.
- Threat of Substitutes: The threat of substitutes is high for Jago Bahasa, with mobile apps, YouTube tutorials, and free language platforms available over the web. All these substitutes have alternative learning channels and, in a few instances, even cost-free.
- Bargaining Power of Buyers: Buyers' bargaining power is high because a plethora of language learning platforms are available in the market. Customers have high choices and low switching costs, so they possess high bargaining power when choosing the best-fit services for themselves.
- Bargaining Power of Suppliers: The bargaining power of suppliers is moderate. Jago Bahasa depends on qualified instructors to deliver high-quality language courses, which can affect the company's competitive advantage. However, it can make new instructors' appointments whenever they need them.
- Rivalry Among Existing Players: The rivalry among existing competitors is high. With a growing presence of new language platforms such as Kampung Inggris LC, Lister.co.id, and English Academy, competition for market share is strong. Having both new and current players present intensifies competition, specifically in cyberspace.

b. PESTEL Analysis

- Political: Political stability in Indonesia has created a conducive environment for commercial activity, particularly in the educational field. Government initiatives to promote access to high-quality education drive development in online educational platforms.
- Economic: Indonesia's continued economic growth has positively impacted Indonesia's online educational sector. With increased incomes and an emerging middle-class base, demand for educational services, including language courses, is escalating.
- Social: Indonesia's young and expanding population and increased use of English for professional growth generate demand for services like Jago Bahasa to learn English. The influence of social media also calls for a robust presence of Jago Bahasa in the online world.

- Technological: Technological advances, including high-speed internet and mobile device use, have eased access to studies via the web. All these technological aspects have a chance for expansion in terms of its web presence and improvement in its service delivery.
- Environmental: Environmental concerns cannot directly apply to operations in Jago Bahasa, but an emerging trend towards corporate social responsibility can impact customer behavior towards the brand.
- Legal: Legal factors, including laws for distance learning, safeguarding consumers, and intellectual property, are important in allowing Jago Bahasa to comply with laws in its location and maintain its integrity in the marketplace.

c. Competitor Analysis

Table 1: Competitor Analysis

Brand	Jago Bahasa	Lister.co.id	English Academy	Kampung Inggris LC
Product/Service	Jago Speaking, English for Specific Purpose, TOEFL & IELTS Preparation, English for Kids, Whiz Kids	Speaking English, Academic English, Business, English, Test Preparation (TOEFL & IELTS)	English Champion, IELTS & TOEFL Program, English For Kids (3-15 Years Old), English Explorer (>15 Years Old)	Speaking Mastery, English for Specific Purpose, English Smart Kids & Teens, Preparation for ESP
Price	Rp 325.000 – Rp 14.580.000	Rp 899.500 – Rp 70.584.706	Rp 1.687.000 – Rp 9.679.800	Rp 1.050.000 – Rp 10.950.000
Place	Online	Online	Online	Online and Offline
Promotion	Instagram & TikTok Content, Discount, Promotion	Instagram & TikTok Content, Discount, Promotion, Event	Instagram & TikTok Content, Discount, Promotion, Event, Giveaway	Instagram & TikTok Content, Discount, Promotion, Event
People	Internal tutors (40-50) and freelance tutors (200+), with quality control through strict SOPs (e.g., mandatory interactive teaching with cameras on) over 14,000 teaching hours. The customer support team handles student communications.	Tutors include native and local tutors.	Local and native tutors with international teaching credentials.	Experienced in-house tutors (2–7 years) and camp mentors for immersive learning.
Process	Online classes via Google Meet/ LMS use the JAGO Learning Method, which is fun, student-centered, and practice-focused, with an integrated syllabus, daily speaking practice, career-related programs, and progress tracking.	Online classes via Zoom/LMS with CEFR-based curriculum, interactive tools, and regular assessments.	CEFR-based curriculum, interactive methods (roleplay, debates), and flexible schedules.	Intensive camp-based learning with English-only areas, structured daily routines, and fun activities.

Brand	Jago Bahasa	Lister.co.id	English Academy	Kampung Inggris LC
Physical Evidence	Simple and neat Instagram template with colors reflecting brand identity. Content on TikTok is engaging but lacks a special TikTok template.	Well-designed and organized Instagram with strong branding. Content includes diverse topics beyond language learning (e.g., study tips). TikTok lacks a specific template.	Engaging Instagram content with diverse topics, but templates are less structured and lack distinctiveness. TikTok content is creative but lacks a special template.	Simple and neat Instagram template with consistent brand colors. TikTok videos are entertaining and informative but lack a specific template.
Instagram Followers	1.4M	133K	423K	2.1M
Content	Educational Content, Entertainment Content, Utility Content, Promotional Content	Educational Content, Utility Content, Promotional Content	Educational Content, Entertainment Content, Utility Content, Promotional Content	Educational Content, Entertainment Content, Utility Content, Promotional Content
TikTok Followers	1.7M	55.5K	620.5K	1.3M

d. Customer Analysis

1. Qualitative Research: Online Customer Journey

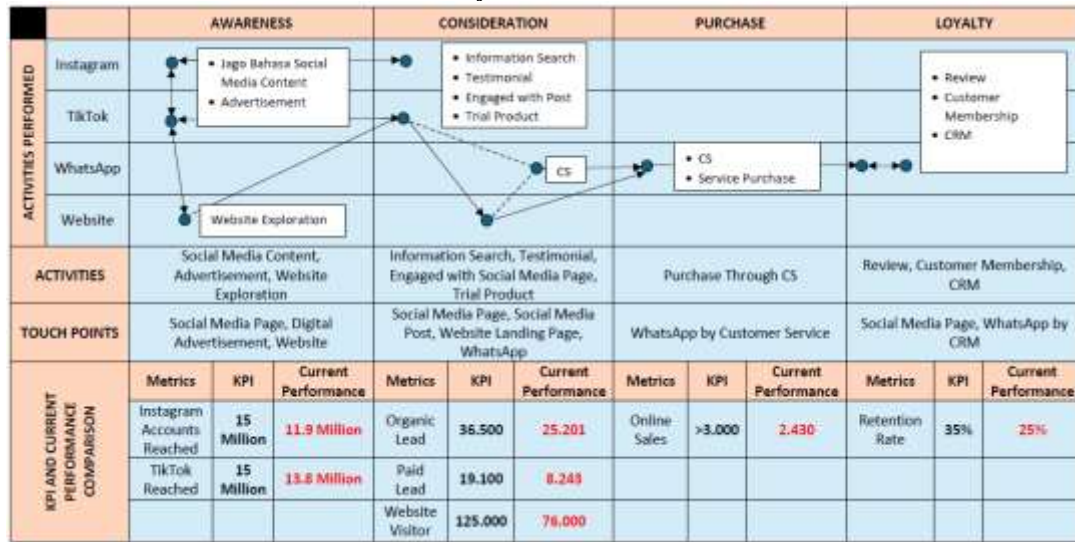


Fig. 2 Customer Analysis

2. Quantitative Research: Classical Assumption Test & Multiple Linear Regression

After distributing the questionnaire, the researcher gathered the data from 228 respondents and used statistical analysis to establish the relationship between the type of content preferred and lead generation through social media. A classical assumption test is used to validate the data collected for analysis. Regression analysis also establishes the relationship between independent and dependent variables.

➤ Normality Test

Based on the analysis results in Fig.3, the data has passed the normality test because the Asymp.Sig values are higher than 0.05. Therefore, there is no issue with the data distribution, and the data is categorized as normal.

One-Sample Kolmogorov-Smirnov Test		
N		228
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.07726928
Most Extreme Differences	Absolute	.035
	Positive	.023
	Negative	-.035
Test Statistic		.035
Asymp. Sig. (2-tailed) ^c		.200 ^d

Fig. 3 Normality Test

➤ Multicollinearity Test

Based on Fig.4, it indicates that the dataset is free of multicollinearity as all variables meet threshold criteria for multicollinearity on tolerance greater than 0.10 and VIF less than 10; therefore, there is no severe correlation between independent variables for the data to be acceptable for further analysis.

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1	(Constant)	1.011	1.488	1.098	.274		
	X1	.230	.031	.371	7.531	<.001	.992
	X2	.217	.029	.375	7.578	<.001	.991
	X3	.208	.029	.319	6.258	<.001	.993
	X4	.251	.047	.266	5.379	<.001	.986

a. Dependent Variable: Y

Fig. 4 Multicollinearity Test

➤ Heteroscedasticity Test

The Glejser test results, as mentioned in Fig.5, show no heteroscedasticity in this research. This conclusion is supported by the significant values of all the variables being more than 0.05. Thus, it can be ascertained that there is no heteroscedasticity in the data, and the data is suitable for use in further analysis.

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1	(Constant)	-.320	.801	-.372	.710		
	X1	-.008	.018	-.028	.425	.671	.992
	X2	.020	.017	.081	1.213	.227	.991
	X3	.012	.019	.040	.593	.554	.993
	X4	.032	.027	.079	1.183	.238	.986

a. Dependent Variable: ABS_RES

Fig. 5 Heteroscedasticity Test

➤ Linearity Test

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Y ² vs	Between Groups	83.949	12	6.995	3.536	<.001
	Linearity	67.136	1	67.136	35.215	<.001
	Deviation from Linearity	13.813	11	1.256		.776
Within Groups		489.680	215	2.278		
Total		498.042	227			

Fig. 6 Linearity Test for Educational Content

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Y ² vs	Between Groups	111.341	13	8.565	4.838	<.001
	Linearity	63.738	1	63.738	35.321	<.001
	Deviation from Linearity	47.603	12	3.967	2.238	.011
Within Groups		379.881	214	1.775		
Total		490.842	227			

Fig. 7 Linearity Test for Entertainment Content

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Y ² vs	Between Groups	84.905	13	6.531	4.298	<.001
	Linearity	69.622	1	69.622	37.898	<.001
	Deviation from Linearity	25.283	12	2.107	1.258	.256
Within Groups		381.607	215	1.775		
Total		490.842	227			

Fig. 8 Linearity Test for Utility Content

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Y Total	Between Groups (Constant)	44.812	7	6.402	3.158	.003
	Linearity	39.360	1	39.360	18.921	<.001
	Deviation from Linearity	6.452	8	1.075	.530	.785
Within Groups		446.038	320	1.027		
Total		490.842	327			

Fig. 9 Linearity Test for Promotional Content

From the data above, the results of the linearity tests for educational, entertainment, utility, and promotional content are provided. For all independent variables, the significant values of the deviation from linearity are greater than 0.05, which indicates linearity. Specifically:

- Educational Content: $0.776 > 0.05$
- Entertainment Content: $0.11 > 0.05$
- Utility Content: $0.256 > 0.05$
- Promotional Content: $0.785 > 0.05$

These results verify that the data have met the assumption of linearity, and a linear relation between the independent and dependent variable, therefore, holds. Thus, the dataset cleared the final traditional assumption testing, and further regression analysis can now be conducted.

➤ Multiple Linear Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.900 ^a	.811	.807	1.14966
a. Predictors: (Constant), PRC (X4), ENC (X2), EDC (X1), UTC (X3)				

Fig. 10 Multiple Linear Regression Result

The regression analysis determines the influence of the independent variables on the dependent variable using the R-squared value. A higher R-Square value indicates a stronger impact of the independent variables on the dependent variable. This analysis reveals an R-Square value of 0.811, meaning 81.1% of the variation in social media lead generation can be explained by the independent variables: Educational, Entertainment, Utility, and Promotional content. These findings demonstrate that these four content types significantly contribute to social media lead generation. The remaining 18.9% of the variance in social media lead generation, as indicated by the R-Square value, suggests that factors outside the scope of this research also influence lead but were not analyzed.

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-3.621	.740		.4756
	EDC (X1)	.335	.027	.391	12.510
	ENC (X2)	.363	.025	.489	14.014
	UTC (X3)	.301	.031	.327	9.842
	PRC (X4)	.224	.025	.313	8.990
a. Dependent Variable: GD (Y)					

Fig. 11 Hypothesis Testing Result

Based on Figure IV.26, the T-values derived from the analysis are higher than the T-table value. Furthermore, the significant values for all variables are below 0.05, confirming that each independent variable significantly influences the dependent variable. The detailed analysis of the T-values for the independent variables can be seen below:

- Educational Content (X1) has a T-value of 12.510, greater than the T-table value of 1.960, and a significance level of <0.001 , less than 0.05.
- Entertainment Content (X2) has a T-value of 14.014, exceeding the T-table value of 1.960, with a significance level of <0.001 , also below 0.05.
- Utility Content (X3) shows a T-value of 9.842, higher than the T-table value of 1.960, and a significant level of <0.001 , less than 0.05.
- Promotional Content (X4) has a T-value of 8.990, greater than the T-table value of 1.960, with a significance level of <0.001 , below 0.05.

B) Internal Analysis**a. VRIO Analysis****Table 2: VRIO Analysis of Jago Bahasa**

Resources and Capabilities	V	R	I	O	Classification
Social Media Presence	YES	YES	NO	YES	Temporary Competitive Advantage
Pricing Strategy	YES	NO	NO	YES	Competitive Parity
Learning Platform	YES	NO	NO	YES	Competitive Parity
Teaching Staff	YES	YES	NO	YES	Temporary Competitive Advantage
Brand Recognition	YES	YES	YES	YES	Sustainable Competitive Advantage
Course Portfolio	YES	NO	NO	YES	Competitive Parity
Teaching Methodology	YES	YES	YES	YES	Sustainable Competitive Advantage
Customer Base	YES	YES	NO	YES	Temporary Competitive Advantage

b. Porter's Value Chain**1. Primary Activities**

- Inbound Logistics: Efficient digital content management and organization of learning materials for online classes ensure that resources are readily available, with the JAGO Learning Method integrated into course materials.
- Operations: Language classes are delivered via Google Meet, with additional support from the Learning Management System (LMS). Private classes are offered on weekends, with the JAGO Learning Method emphasizing fun, student-centered, and practice-focused learning.
- Outbound Logistics: Traditional outbound logistics are irrelevant, but Jago Bahasa ensures seamless digital delivery of materials via LMS, offering lifetime access to resources.
- Marketing and Sales: A multi-faceted marketing strategy combines paid advertisements, organic content, testimonials, and free trial classes. The strong social media presence differentiates Jago Bahasa.
- After-Sales Service: Students gain lifetime access to recorded lessons and videos, and an alumni discussion group on Telegram fosters community engagement and enhances customer satisfaction.

2. Secondary Activities

- Procurement: Jago Bahasa collaborates with external vendors for TOEFL and IELTS preparation materials, ensuring high-quality resources for students.
- Technology Development: The company leverages LMS and Google Meet to enhance user experience and streamline administrative processes.
- Human Resources Management: Jago Bahasa hires internal (40-50) and freelance (200+) tutors, offering training and certification to maintain teaching quality.
- Firm Infrastructure: The company has a robust organizational structure, using frameworks like BPMN to manage processes effectively, aligning operations with strategic objectives.

c. STP Analysis**Table 3: Segmentation of Jago Bahasa**

Target	Variables	Market
Demographic	Age	Children (5-12 years), Adults (19-44 years).
	Occupation	Students and professionals seek career advancement.
	Social Class	Middle to upper class.
Geographic	Region	Nationwide, focused on urban areas with high demand for English education.
Psychographic	Personality	Individuals motivated to improve their English skills for personal, academic, or professional growth.
Behavioral	Needs and Benefits	Aiming to enhance English proficiency for education, career opportunities, personal development, or travel.
	Decision Roles	Decisions influenced by parents (for children) or self-driving (for adults).
	Occasion	Enrolled for educational goals, job preparation, global competitiveness, or personal improvement.
	Buyer Readiness	They may lack confidence in their English abilities but are motivated by clear and structured

Target	Variables	Market
		learning programs.

Table 4: Targeting of Jago Bahasa

Target	Variables	Market
Demographic	Gender	Male and Female
	Age	19–44 Years Old
	Occupation	College students and working professionals
	Social Class	Middle to upper-class
	Income	> 2 million IDR per month
Geographic	Region	Jabodetabek, Bandung
Psychographic	Personality	Individuals who value professionalism, continuous learning, and self-improvement.
Behavioral	Needs and Benefits	Fluent English communication for work/ school, TOEFL/ IELTS preparation, and professional growth.
	Decision Roles	Usually for job preparation, career advancement, or academic needs.
	Preferences	Courses with experienced tutors, reputable institutions, and emphasis on speaking and listening.

➤ **Positioning**

Jago Bahasa defines its position as "An English course that offers fun, interactive, and effective learning through its proven JAGO Learning Method, designed to significantly improve students' English proficiency." The positioning statement puts Jago Bahasa in a position of trust, enjoyment, and assurance in language learning through an interactive approach, with consideration for its target group's interests.

d. Marketing Mix 7ps

- **Product:** Jago Bahasa offers a variety of language programs, including the JAGO Learning Method, with a mix of exciting materials and new technology. Some programs include Jago Speaking, Workers' English, and preparation for IELTS and TOEFL for various learner needs, beginning with children and moving through to professionals.
- **Price:** Jago Bahasa's pricing scheme is flexible, with options for private and group lessons. Pricing varies according to the type of program, with options for both budgets and needs of its clients.
- **Place:** As an online service, Jago Bahasa offers access through its LMS platform, sending out content electronically to students across Indonesia. Social media sites are also key to accessing customers.
- **Promotion:** Jago Bahasa promotes its programs via organic social media posts, advertisements, and endorsements through testimonies. Promotion entails educational posts, trials for free, and demonstration classes in real time.
- **People:** Jago Bahasa utilizes in-house and freelance teachers. There is considerable tutor training, with high standards of teaching, in order to deliver an effective learning experience.
- **Process:** The process deals with providing uninterrupted class delivery, post-class follow-up, and customer service. Jago Bahasa monitors student progression and satisfaction to deliver high-quality service.
- **Physical Evidence:** Despite being an online entity, Jago Bahasa prioritizes a strong virtual presence in website design, social media branding, and high-quality educational content to generate customer trust.

C) SWOT Analysis

In this section, the researcher will perform a SWOT analysis based on internal factors to highlight Jago Bahasa's strengths and weaknesses and external factors to identify opportunities and threats. The SWOT analysis for Jago Bahasa's services is presented in Table 5.

Table 5: SWOT Analysis of Jago Bahasa

Strengths (VRIO Analysis, Porter's Value Chain, Marketing Mix 7ps)	Weaknesses (VRIO Analysis, Porter's Value Chain)
1. Social media presence with 1.7M TikTok and 1.4M Instagram followers enables broad market reach (VRIO Analysis).	1. The learning platform and course portfolio remain at a competitive parity level (VRIO Analysis).
2. Multi-faceted marketing approach, combining paid advertisements with organic content creation (Porter's Value Chain).	2. Heavy reliance on external vendors for TOEFL and IELTS materials (Porter's Value Chain).
3. The marketing team focuses on creating engaging content that resonates with the upper-middle-class demographic (Marketing Mix 7ps).	3. Limited major technological innovations in development (Porter's Value Chain).

4. Strong positioning as fun, interactive, and effective learning through proven JAGO Learning Method (STP Analysis). 5. Teaching staff of 40-50 internal and 200+ freelance tutors (VRIO Analysis).	
Opportunities (Porter's Five Forces, PESTEL Analysis, Competitor Analysis, and Customer Analysis)	Threats (Porter's Five Forces, Competitor Analysis, and Customer Analysis)
1. Opportunity to enhance content strategies by creating engaging and relevant learning materials (Porter's Five Forces). 2. Growing demand for online language learning in Southeast Asia is projected to reach \$5.5 billion by 2030 (PESTEL Analysis). 3. Active social media engagement with users spending 3 hours 11 minutes daily across 7.8 platforms (PESTEL Analysis). 4. The internet penetration rate has increased by 66.5%, with 185.3M users in Indonesia (PESTEL Analysis). 5. Widespread smartphone usage, with 98.9% of users aged 16-64 accessing internet via mobile (PESTEL Analysis). 6. Improved internet speeds with a 42.0% increase in mobile speeds (PESTEL Analysis). 7. The stable political environment with the highest Political Stability Index of 0.38 in 2023 (PESTEL Analysis). 8. Jago Bahasa excels in TikTok engagement with 1.7M followers (Competitor Analysis). 9. The target market primarily consists of Gen Z and Millennials, with 68.9% aged 25-29 (Customer Analysis).	1. Entertainment and trends, not education, mostly drive social media users (Porter's Five Forces). 2. Low conversion of potential customers from awareness to consideration stage, with only 55.6K leads targeted (Customer Analysis). 3. Large gap between the awareness and consideration stages in the customer journey (Customer Analysis). 4. Lack of specific TikTok template for consistent branding compared to competitors (Competitor Analysis). 5. High rivalry among competitors like Lister, English Academy, and Kampung Inggris LC (Competitor Analysis).

D) TOWS Matrix

Table 6: TOWS Matrix of Jago Bahasa

S-O Strategies (Using Strengths to Leverage Opportunities)	W-O Strategies (Overcoming Weaknesses by Leveraging Opportunities)
1. Create entertainment-focused educational content leveraging a strong social media presence (1.7M TikTok, 1.4M Instagram followers) to capture 68.9% of users who prefer short-video format (S1, S3, O3, O7, O8).	1. Develop cohesive branding templates focusing on short-form video content to improve lead conversion rates across platforms where users spend 3 hours and 11 minutes daily (W1, O2, O3).
2. Use JAGO Learning Method and teaching staff expertise to create interactive content targeting Gen Z and Millennials aged 25-29 (S4, S5, O9).	2. Launch targeted storytelling campaigns through social media ads, which 21.9% of customers use to discover the brand (W2, O3).
3. Utilize a multi-faceted marketing approach to create content that resonates with the growing Southeast Asian market projected to reach \$5.5 billion by 2030 (S2, O1).	3. Optimize content delivery to leverage an increasing internet penetration rate of 66.5% with 185.3M users (W3, O4, O5, O6).
S-T Strategies (Using Strengths to Mitigate Threats)	W-T Strategies (Minimizing Weaknesses and Avoiding Threats)
1. Create entertainment-educational content to convert the 53.5% brand-aware audience and address the large gap between the awareness and consideration stage (S1, S3, T2, T3).	1. Implement retargeting strategies to improve conversion from awareness (53.5%) to consideration stage, with a focus on 55.6K leads targeted (W1, T2, T3).
2. Develop platform-specific content strategies to compete effectively with Lister, English Academy, and Kampung Inggris LC (S2, T4, T5).	2. Create consistent branding across platforms to strengthen competitive position against established competitors (W2, T4, T5).
3. Leverage teaching staff expertise and the JAGO Learning Method to create content that balances entertainment with education in the social media landscape (S4, S5, T1).	3. Diversify content formats while maintaining educational value to address the entertainment-driven social media landscape (W3, T1).

E) Strategy Formulation

a. Create entertainment-focused educational content leveraging a strong social media presence.

With 1.7M TikTok followers and 1.4M Instagram followers, Jago Bahasa should create short, engaging videos combining humor and English language tips. An example could be a series entitled "English Hacks for Indonesians," showing common grammatical mistakes or pronunciation tips in a funny and easy-to-relate manner. These should be rolled out with trending music and visual effects that the targeted Demographics of Gen Z and Millennials like.

b. Use JAGO Learning Method and teaching staff expertise to create interactive content.

Interactive content like "question-and-answer" sessions or surveys about Jago Bahasa's distinctive teaching methods should be included on Instagram Stories. The tutors may also conduct live sessions addressing typical TOEFL or IELTS difficulties, quiz the audience, and award rewards. This approach builds trust with potential customers by demonstrating expertise while encouraging immediate action.

c. Develop cohesive branding templates focusing on short-form video content.

Despite engaging content, Jago Bahasa lacks specific templates for TikTok and needs to implement consistent visual branding across all platforms using standardized colors, typefaces, and logos. An example would be a branded outro after each TikTok video, with a special tagline. This ensures that the audience can identify the brand regardless of where they see its material.

d. Launch targeted storytelling campaigns through social media ads

Share success stories of students who improved their English skills using Jago Bahasa's services through carousel posts featuring testimonials from students who achieved high TOEFL scores or secured international scholarships. This helps convert the substantial follower base into meaningful leads by demonstrating real value.

IV. CONCLUSION

This research aims to analyze and suggest solutions for improving Jago Bahasa's lead generation through social media channels. The research targets internal and external drivers of Jago Bahasa's marketing performance, with a particular emphasis on content strategies and their translation into leads. Market research for Jago Bahasa involves segmentation, targeting, and positioning. Jago Bahasa's target market includes Gen Z and Millennials (age group 19–44 years), who are urban-centric and keen on career and development enhancement through English language skill improvement. Jago Bahasa positions itself as a productive and engaging language learning platform, using its differentiating JAGO Learning Method to engage learners and enhance learning.

The internal analysis, through Resources Analysis and Porter's Value Chain, determines strengths in strong social media following with 1.7M followers in TikTok and 1.4M followers in Instagram, a tested model of instruction, and a flexible course offering. Weaknesses include overdependence on third-party providers for test preparation courses and a lack of consistent branding and content delivery on social media sites. Through Porter's Five Forces and PESTEL, the external analysis determines opportunities such as growing demand for language instruction in Southeast Asia, growing internet and mobile penetration, and entry into new markets. Threats are intense competition with established brands and challenges in attracting an audience fed primarily with entertainment content.

Based on both external and internal SWOT analysis, TOWS Matrix-based strategy development ensued. With its social presence and participative teaching style, the proposed strategy leverages its strengths at Jago Bahasa in creating educational and informative content based on the preferences of its target group. Weaknesses in the proposed strategy have been addressed through strengthening uniformity in branding and platform-specific optimized content. With its educational content and target campaign, Jago Bahasa can maximize its conversion of leads and consolidate its position in the marketplace. With the generation of more leads for the company, the long-term expansion of its business is guaranteed in its proposed strategy.

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