



MARKETING STRATEGY ANALYSIS IN AN EFFORT TO INCREASE THE NUMBER OF STUDENTS AT INSAN RABBANY BSD JUNIOR HIGH SCHOOL SOUTH TANGERANG CITY

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Abstract

This study aims to analyze the marketing strategy implemented by Insan Rabbany Junior High School, BSD, South Tangerang City, in an effort to increase the number of new students. The research method used is qualitative with data collection techniques of interviews, observation, and documentation. Data were analyzed using the 7P service marketing mix approach and SWOT analysis to identify strengths, weaknesses, opportunities, and threats and determine the appropriate strategy. The results show that the school implements an integrated Islamic curriculum-based marketing strategy with active promotion through social media, open houses, and the involvement of all school elements. Weaknesses are seen in limited parking facilities and a suboptimal school website. The SWOT analysis indicates a strategic position in the aggressive quadrant, so it is recommended to strengthen digital promotion, differentiate Islamic programs, involve alumni, and improve physical facilities. This research contributes to the development of marketing strategies in digital-based educational institutions.

Keywords: Marketing Strategy, 7P Marketing Mix, SWOT Analysis, Islamic Education

INTRODUCTION

Increasing competition among educational institutions demands the use of effective and adaptive marketing strategies, especially in the digital era. SMP Insan Rabbany BSD, as a private school based on an Islamic curriculum, faces the challenge of increasing the number of new students amidst intense competition. The use of digital media and the 7P service marketing mix (*Product, Price, Place, Promotion, People, Process, Physical Evidence*) is key to attracting the interest of parents and prospective students. This study aims to analyze the effectiveness of the marketing strategies used and provide recommendations based on the SWOT analysis findings to increase competitiveness and the number of applicants.

Digital marketing is a form of business that an institution uses to market its products by utilizing digital information technology. Digital implementation *marketing* enables companies to achieve greater effectiveness and efficiency in reaching target audiences. With tools such as SEO (*Search Engine Optimization*), PPC (*Pay Per Click*) advertising, and email marketing, companies can direct highly specific messages to the right consumer segments. (Aditi, 2024).

Another challenge faced is the lack of a thorough understanding of the effectiveness of the various digital channels used. (Sari, 2022) emphasized that without a thorough understanding of the characteristics and behavior of audiences on each digital platform, schools struggle to design targeted marketing strategies. The lack of analysis and evaluation of digital campaign results also makes it difficult to continuously adjust strategies, thus preventing the full potential of digital marketing optimization.

Given these challenges, it is crucial for educational institutions to develop human resource

capacity and manage marketing budgets more strategically. (Sari, 2022) emphasizes the need to improve digital marketing competency through staff training and development, as well as realistic and focused budget planning. These efforts are key to schools capitalizing on the significant opportunities posed by high internet penetration and social media usage, enabling effective digital marketing strategies and significantly contributing to increasing the number of new students.

Specifically at the junior high school (SMP) level, competition to attract new students is intensifying as the number of schools and the variety of educational programs offered increases. This situation requires every educational institution to develop more innovative and effective marketing strategies to maintain and increase its appeal to prospective students and parents. SMP Insan Rabbany, South Tangerang, as a private school committed to quality learning and character development, recognizes the importance of digital marketing strategies in facing this competition. Insan Rabbany BSD Middle School was founded in 2010 in BSD, located at Jalan Ciater Raya NO.1 Rawa Mekar Jaya, Serpong District, South Tangerang City, Banten 15310 with the aim of providing quality formal education services as a continuation of elementary school education for children who live in BSD and its surroundings and the school received an A accreditation grade in 2014.

Based on data from Insan Rabbany Middle School from 2021 to 2025, there has been an increase from year to year.

Table 1. Number of Students at Insan Rabbany Middle School

Academic Year	Number of New Students	Target/Year	Achievement
2022–2023	81	100	Has not reached the target, and decreased from the previous year
2023–2024	97	100	Has not reached the target, and increased from the previous year
2024–2025	96	100	Has not reached the target, and decreased from the previous year

Source: Internal Data of SMP Insan Rabbany (2025)

Insan Rabbany Middle School has utilized various channels *digitalas* part of their marketing strategy. *Website* The school's official website serves as the primary information medium, providing comprehensive information on educational programs, facilities, and school excellence. In addition, the school routinely sends registration information via social media to prospective students and parents in an effort to build more personalized and targeted communication. Active promotion through social media platforms such as Instagram and *Facebook* also done to improve *brand awareness* and engagement with a wider audience (Internal Document of SMP Insan Rabbany, 2025).



Figure 2. Website of Insan Rabbany Middle School, South Tangerang

Source: <https://insanrabbany.sch.id>

Based on the researcher's initial observations, Insan Rabbany Middle School has implemented several marketing strategies to increase the number of students, including through the use of a website as shown in Figure 1.2, namely <https://insanrabbany.sch.id> which can be accessed to provide information regarding student registration accompanied by contact information via the application. *What is it and Google forms.*

The use of the Instagram application with the username @smpinsarabbanybsd which is used to promote the school through school activity content, many things are conveyed in *to feed* Instagram starts from student admissions, teaching and learning activities, routine and annual event activities and many other things every day. *post* to get *outlook* from Instagram users.

The use of the TikTok app with the username @smpinasrabbany can also be used to promote the school through content about school activities. It's widely known that Gen Z and Gen Alpha access this platform extensively every day, making it crucial for schools to develop and keep up with the latest trend *s.train* which exists.

Organizing activities *open house* by inviting alumni of Insan Rabbany Elementary School and surrounding elementary schools, the event included various inter-elementary school competitions. *Incident* The routine activities held by this school attract a lot of attention from surrounding schools because each school is invited to take part in competitions such as: futsal, speech competitions, painting, and so on.

Then hold activities *Islamic holidays* Insan Rabbany Middle School is located in several busy

locations, such as the Atrium Mall Teras Kota, showcasing various school activities, an educational bazaar, and a new student registration information center. These events can last for several days at the mall, attracting a significant amount of attention from visitors.

Some things that school management also does to convince and market the school to parents of students are by offering several attractive programs, including offering programs such as: *Early bird*. Those who register their children one month early will receive a registration fee discount of up to 30%. The school also offers tuition discounts for children with siblings who attend the same school. This discount can be up to 30%, making it a significant relief for parents of students with more than one child.

Overall, the background of this problem emphasizes the importance of a deep and systematic understanding of marketing strategies in the educational context. Increasing competition and the dynamics of prospective student behavior in the digital era require educational institutions to develop adaptive and effective strategies to meet the needs and characteristics of their target audience (Sari, 2022). Therefore, based on this background, the researcher will conduct a study entitled "*Analysis of Marketing Strategy in an Effort to Increase the Number of Students at Insan Rabbany Middle School, BSD, South Tangerang*".

LITERATURE REVIEW

Marketing strategy

Strategy comes from the Greek word *strategos*, meaning General. Therefore, the word strategy literally means "Art and General." The Great Dictionary of the Indonesian Language states that the term strategy is the science of using resources to implement certain policies. In general, marketing strategy includes steps taken to identify, reach, and influence the target market so that consumers are interested and engaged with the products offered. (Ratnasari, 2023). According to Gilligan (2022), marketing strategy is a pattern of decisions that determine marketing objectives, marketing mix decisions, and marketing allocation within a company's expenditures

Marketing Strategy Concept

The marketing strategy concept of consumer satisfaction positively influences customer retention, loyalty, and overall company image, commonly framed within the STP strategy (Kotler & Kotler, 2019). This approach emphasizes key elements such as price, which reflects the value exchanged for a product or service; product, which must offer utility and fulfill consumer needs; place, ensuring accessibility through strategic location; and promotion, which introduces products effectively, especially through social media. According to Lim, Astawa, and Agustina (2024), the additional 3Ps people, process, and physical evidence are crucial in service industries, as service quality greatly depends on human interaction, efficient service delivery, and tangible elements like

facilities and employee appearance. Together, these components build customer satisfaction and strengthen brand perception.

Framework of thinking

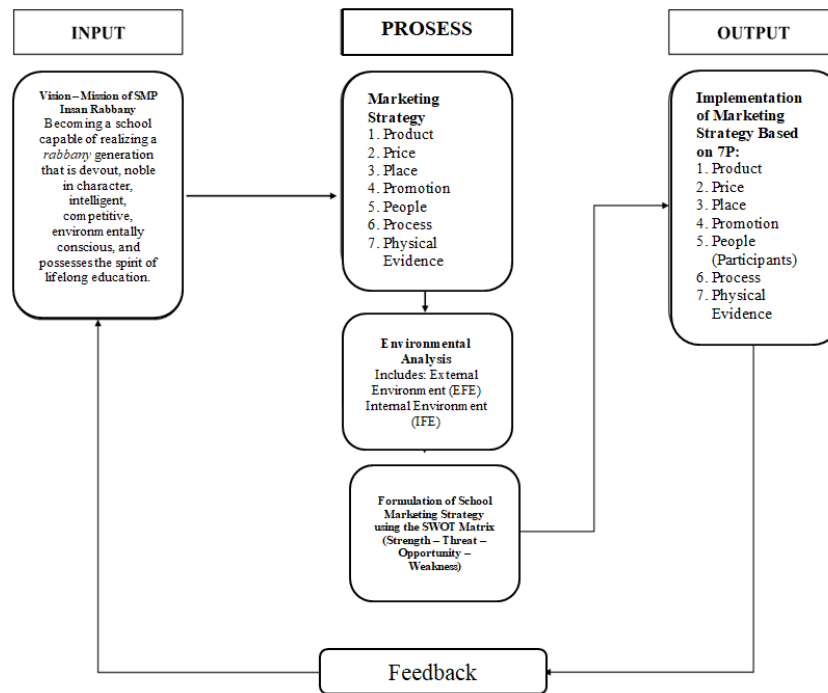


Figure 2. Thinking Framework

Research Proposition

The research propositions are as follows:

1. Proposition 1: The effectiveness of the marketing strategy at Insan Rabbany Middle School, South Tangerang is reflected in the school's ability to attract the interest of prospective new students through promotional activities, persuasive communication, as well as a positive image built in society.
2. Proposition 2: The effectiveness of marketing strategies at Insan Rabbany Middle School is influenced by the integration between marketing mix elements (product, price, place, promotion, people, process, and physical evidence) which are implemented consistently and oriented towards student needs.
3. Proposition 3: Implementation of a marketing strategy based on excellence in educational services, academic quality, and strong Islamic values contributes to increasing parental trust and the number of new registrants.
4. Proposition 4: The marketing strategy that should be implemented by Insan Rabbany Middle School is a strategy that emphasizes the integration between digital promotion and a personal approach to the surrounding community, so that the marketing message can be conveyed effectively.
5. Proposition 5: Optimization of marketing strategies can be achieved by strengthening the school's

image, improving the quality of services, and developing superior programs that are in accordance with the needs and expectations of parents and students.

METHOD

Research Approach and Design

This research is a qualitative research, which seeks to reveal recorded realities. It produces descriptive data in the form of written or spoken words from people involved in the research setting, as well as observable behavior. The researcher employed a data reduction method, combining and matching all the information obtained into a single, analyzable record. According to (Sugiyono, Quantitative, Qualitative, and R&D Research Methods, 2020), data reduction involves summarizing, selecting important points, focusing on significant situations, and seeking patterns and themes for discussion.

The location and object of this research is Insan Rabbany BSD Junior High School which is located at Jalan Ciater No. 1 Rawa Mekar Jaya, Serpong District, South Tangerang City, Banten Province 15210. The reason the researcher chose this research object is because this school is easy to reach and is a favorite private school around Bumi Serpong Damai, South Tangerang City.

RESEARCH RESULTS AND DISCUSSION

Research result

1. Open Interview Results

The aim of this interview is to explore the perceptions, experiences and challenges of informants that are in accordance with the needs of this research, namely the 7P marketing strategy (*Product, Price, Place, Promotion, People, Process* And *Physical Evidence*) to increase competitiveness. The results of direct interviews with researchers from internal and external sources include the following:

Internal Factors

a. *Product* (Educational Products/Services)

Insan Rabbany Middle School's primary product is an integrated Islamic-based educational service that combines the national curriculum with religious education, Quran memorization, and Islamic character development. The school also offers flagship programs such as bilingual classes, digital learning, and various extracurricular activities that support the development of students' interests and talents.

b. *Price* (Cost of education)

Tuition fees at Insan Rabbany Middle School are relatively higher than those at public schools, but are commensurate with the quality of service provided. The school provides transparent fee information and flexible payment options, although it feels the need to develop installment plans

and scholarships to reach more prospective students.

c. *Place* (Location and Accessibility)

The school is located in the BSD area of South Tangerang, a strategic area easily accessible by both private and public transportation. The school environment is relatively conducive, safe, and supportive of learning. This strategic location is one of the main attractions for parents in choosing Insan Rabbany Middle School.

d. *Promotion* (Promotion)

School promotions are currently primarily conducted through social media (Instagram, Facebook, WhatsApp), brochures, and open house events. However, the intensity and variety of promotions still need to be increased to reach a wider community. More creative digital promotional strategies, such as video testimonials, Islamic content, and student achievement publications, have significant potential for development.

e. *People* (Human Resources)

The teaching staff and staff at Insan Rabbany Middle School play a vital role in ensuring quality educational services. Teachers are known for their friendliness, professionalism, and competence in their fields, while the administrative staff provides excellent administrative services. The involvement of alumni and parents in school activities is also crucial in strengthening the school's positive image.

f. *Process* (Service Process)

The educational services at Insan Rabbany Middle School encompass new student admissions (PPDB), teaching and learning activities, character development, and counseling services. The registration process is straightforward, with a clear flow and transparent information, both through brochures and digital platforms. This helps prospective parents make faster and more informed decisions.

g. *Physical Evidence* (Physical Evidence & School Image)

The physical evidence of a school is demonstrated through its modern buildings, comfortable classrooms, laboratories, library, mosque, and sports facilities. Furthermore, the school's image is reinforced by a professional appearance on social media, its website, brochures, and positive testimonials from parents and alumni. All of these elements are crucial factors influencing prospective students' perceptions of the school's quality.

External Factors

a. *Product* (Educational Products/Services)

Externally, the public views Insan Rabbany Middle School as having the image of an integrated Islamic school, excelling in religious education, memorizing the Quran, and developing Islamic character. This educational offering is considered relevant to the needs of parents who want

their children to receive both a general education and a strong religious education. However, compared to other private schools, there are still public expectations for the school to continue innovating in digital technology-based learning services.

b. *Price* (Cost of education)

Prospective parents find the tuition fees at Insan Rabbany Middle School relatively high compared to public schools or some other private schools. This is a sensitive consideration. While middle- and upper-class families perceive the cost as commensurate with the quality of service, for lower-middle-class families, the cost can be a barrier to choosing Insan Rabbany Middle School.

c. *Place* (Location and Accessibility)

Externally, Insan Rabbany Middle School's location in the BSD area is considered strategic, safe, and easily accessible by private vehicle. However, some prospective parents living outside BSD consider distance and access to be obstacles, potentially leading to the school losing prospective students from more remote areas.

d. *Promotion* (Promotion)

The school's promotion is considered to be suboptimal. Many parents learn about Insan Rabbany Middle School only through social media or word-of-mouth recommendations, while exposure through print media, paid digital advertising, or open house events remains limited. This results in uneven public awareness of the school compared to more aggressively promoted competitors.

e. *People* (Human Resources)

Parents perceive the teachers and staff at Insan Rabbany Middle School as friendly, disciplined, and professional. However, external feedback suggests that the number of teachers needs to be increased, particularly in specialized fields (e.g., foreign languages, technology, and science), to enable the school to compete with other leading schools.

f. *Process* (Service Process)

The school's registration process and external information services are clear and easy to use, particularly through social media and brochures. However, some prospective parents feel the information on the website and digital platforms is limited and needs regular updates to be more convincing.

g. *Physical Evidence* (Physical Evidence & School Image)

Externally, Insan Rabbany Middle School is seen as having a fairly good building and facilities, but it doesn't quite compare to the larger, leading private schools in BSD with more modern facilities. The school's public image is quite positive, particularly due to its emphasis on Islamic values. However, to strengthen its appeal, the school needs to improve its visual publications (photos, videos, testimonials) and make them more professional.

Table 3. SWOT Analysis

IFAS / EFAS	Opportunities	Threats
Strengths S1: Qualified teachers S2: Integrated Islamic curriculum S3: Adequate facilities S4: Strategic location	SO Strategy (Aggressive) 1. Optimizing teachers' competencies to meet community needs for quality Islamic schools. (S1+O1) 2. Highlighting the integrated Islamic curriculum to attract the increasingly religious BSD community. (S2+O2) 3. Utilizing learning facilities with government support to improve educational quality. (S3+O3) 4. Using the strategic location to expand digital-based promotion. (S4+O4)	ST Strategy (Diversification) 1. Strengthening teacher competencies to compete with top schools in BSD. (S1+T1) 2. Adding Islamic curriculum differentiation so flagship programs remain attractive despite international school trends. (S2+T2) 3. Maximizing school facilities to maintain parents' trust amid fluctuating economic conditions. (S3+T3) 4. Using location advantages to stay competitive even with modern-facility schools. (S4+T4)
Weaknesses W1: Limited promotion W2: Low brand awareness W3: Limited classroom capacity W4: Relatively high costs	WO Strategy (Turnaround) 1. Overcoming promotion limitations by utilizing BSD population growth through digital media. (W1+O2) 2. Increasing school brand awareness through digital campaigns and collaboration with local communities. (W2+O4) 3. Adding classroom capacity by proposing government or private-sector support. (W3+O3) 4. Offering scholarships or discounts to increase community access. (W4+O1)	WT Strategy (Defensive) 1. Expanding promotion efficiently to compete with other schools in BSD. (W1+T1) 2. Strengthening brand awareness through religious activities to compete with international school image. (W2+T2) 3. Improving classroom efficiency to maintain stability during difficult economic conditions. (W3+T3) 4. Offering flexible fees to remain competitive compared to modern-facility schools. (W4+T4)

Discussion

Marketing Strategies That Should Be Implemented

Based on the results of the analysis of internal and external factors, SMP Insan Rabbany BSD is in Quadrant I (*aggressive strategy*) in the SWOT diagram, which means the school has quite strong internal strengths as well as large external opportunities. Therefore, the marketing strategy that should be implemented needs to be directed at utilizing strengths to seize opportunities (*SO Strategy*), while anticipating weaknesses and threats. The following are the results of the 7P strategy for SMP Insani Rabbany BSD, which researchers can implement in the following directions as recommendations for continuous improvement and can be implemented in the future.

1. Product(Product)

- Make the T3Q program, tahfidz, and habituation of worship as signature programs.

- Integrating digital learning technology to support modern learning.
- Developing non-academic programs such as life skills and Islamic entrepreneurship.

2. *Price* (Price)

- Offering flexible payment schemes including collaboration with Islamic financial institutions.
- Increase scholarships and fee discounts for high-achieving students or certain families.
- Maintaining cost transparency to increase public trust.

3. *Place* (Location & Accessibility)

- Reorganizing the parking area and access is a top priority.
- Improving the comfort of the school environment to keep it safe and Islamic.
- Developing transportation cooperation for students.

4. *Promotion* (Promotion)

- Optimizing the school website to be interactive and easily accessible.
- Strengthen strategy digital marketing through YouTube, Instagram, TikTok, and WhatsApp.
- Holding regular thematic open houses (e.g.: “Free Islamic Boarding School” or “Family Day”).
- Strengthen public connection with media and local education community.
- *People*(Human Resources)
- Provide excellent communication and service training for teachers and staff.
- Forming an alumni community as brand advocates.
- Making students brand ambassadors through achievement activities and publication documentation.

5. *Process* (Service Process)

- Digitizing PPDB and payment administration.
- Provide active customer service (WhatsApp/Hotline) for fast response service.
- Conducting an annual satisfaction survey as an ongoing evaluation.
- Physical Evidence
- Modernizing school facilities and maintaining environmental cleanliness.
- Add Islamic and consistent visual branding throughout the school area.
- Expanding the parking area is the main solution to parents' complaints.

Based on the results of internal and external analyses, several strategic recommendations emerged that should be the primary focus of SMP Insan Rabbany BSD's future development. First, improving parking facilities and school access is an urgent priority, as these aspects directly impact parent comfort and the school's image. Limited parking often leads to complaints, particularly during large events or during drop-off times, so reorganizing and optimizing space is a crucial step to improving visitor satisfaction and experience.

Second, schools need to optimize their websites and strengthen their digital promotional strategies. School websites should function not only as informational tools but also as branding tools and interactive communication with the public. Utilizing social media platforms like Instagram, YouTube, and TikTok can also expand promotional reach and build a positive school image in the competitive digital era.

Third, it's necessary to strengthen flagship Islamic programs such as T3Q (Tahsin, Tahfidz, and Tilawah Quran) and the worship habituation program as key differentiations from other schools. These programs must be packaged in a more engaging, measurable, and widely publicized way to create a strong school identity that differentiates it in the integrated Islamic education market.

Fourth, enhancing the role of alumni, students, and parents as school ambassadors is a crucial strategy for expanding community-based promotion. Alumni can provide testimonials of success, students can be visible representatives of educational quality, and parents play a role in spreading positive influence through personal recommendations (word of mouth). The collaboration of these three elements will form a strong organic promotional network, strengthen the school's reputation, and support the sustainability of the overall 7P-based marketing strategy.

CONCLUSION

Based on the findings obtained from data analysis, data testing, hypothesis testing, and the overall discussion of research results, several conclusions can be drawn regarding the marketing strategy of Insan Rabbany Middle School. First, the effectiveness of the marketing strategy, which adopts the 7P marketing mix approach, has been demonstrated through the steady increase in new student enrollment. The school's Islamic flagship programs such as Quran memorization, T3Q, and daily worship practices serve as distinctive strengths that differentiate Insan Rabbany Middle School from other institutions in the BSD area. In terms of product and price, the educational services offered are considered appropriate for the costs charged, although the fees fall within the upper-middle range. The strategic location of the school provides added value; however, limitations in physical facilities, particularly related to parking space and school entrance access, remain issues requiring improvement.

Furthermore, promotional activities have been carried out using various digital platforms such as Instagram, TikTok, WhatsApp, and open house events. Nevertheless, the optimization of the school's official website as a central hub for digital information still needs enhancement to ensure that it is more interactive, informative, and up-to-date. The involvement of teachers, students, and parents in promotional efforts has been positive, although alumni participation has yet to be fully maximized. Overall, the school's marketing strategy can be categorized as effective, with room for continuous improvement.

Second, the SWOT analysis positions Insan Rabbany Middle School in Quadrant I, indicating an aggressive strategic orientation. With strong internal capabilities and substantial external

opportunities, the school is encouraged to intensify efforts that utilize these advantages. Recommended strategies include strengthening Islamic flagship programs, optimizing digital marketing through website enhancement, improving physical facilities, and increasing alumni and parent involvement. Additionally, promotional innovation through thematic events and interactive digital media is essential to maintaining competitiveness within the rapidly growing Islamic education landscape in BSD.

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