

Marketing Strategies of LSP Ditekindo to Increase Sales

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ABSTRACT

In the era of rapid globalization, the Professional Certification Agency (LSP) Ditekindo is faced with significant challenges to increase sales of its certification services. Intense competition with other certification bodies requires LSP Ditekindo to adopt effective and innovative marketing strategies. This study aims to describe the marketing strategy implemented by LSP Ditekindo and evaluate its effectiveness in the face of changing market dynamics. The approach used is qualitative with data sources from in-depth interviews and observations at LSP Ditekindo. Data analysis was conducted using the methods of reduction, presentation, and conclusion drawing. LSP Ditekindo successfully implemented a marketing strategy that includes increased branding on social media, strategic partnerships with educational institutions, and analysis of customer needs and preferences. The implementation of this strategy showed an increase in sales volume and brand awareness. The implementation of effective marketing strategies has proven to increase LSP Ditekindo's competitiveness in the professional certification market. Customer feedback and market analysis are continuously conducted to improve and adjust the existing strategies. LSP Ditekindo has successfully increased sales and brand image through relevant marketing strategies. Future research is recommended to use a quantitative approach to measure the impact of each marketing strategy element.

INTRODUCTION

In the era of rapid globalization, the dynamics of competition in various industrial sectors have significantly intensified (Prabowo et al., 2023). According to data released by the World Economic Forum (2023), more than 70% of companies experience a decrease in market share if they are unable to adapt to changing marketing trends. This phenomenon indicates the importance of effective marketing strategies in maintaining business continuity and competitiveness in the global market. The professional certification body sector, especially the Professional Certification Body (LSP) Ditekindo, is not immune to the challenges faced in increasing sales of its certification services. Despite having a good reputation, LSP Ditekindo faces difficulties in understanding and implementing marketing strategies that are in line with current market needs and preferences. Increased competition from other certification bodies further complicates the situation.

The transformation of marketing strategies in certification services is driven by several fundamental causal factors that reflect broader societal and technological shifts. The digitalization of education has emerged as a primary catalyst, fundamentally reshaping how professionals seek and engage with certification programs. This digital transformation extends beyond mere technology

adoption—it represents a paradigmatic shift in learning behaviors, with professionals increasingly expecting flexible, accessible, and technologically-enhanced certification experiences that can seamlessly integrate into their professional lives.

The development of certification in the AI era presents both unprecedented opportunities and challenges for professional certification bodies. As artificial intelligence becomes integral to various industries, there is growing demand for AI-related certifications and simultaneously, AI-powered tools are revolutionizing how certification programs are marketed, delivered, and assessed. Educational institutions and certification bodies are leveraging AI for personalized marketing campaigns, with AI-driven tools enabling highly targeted content and streamlined engagement processes, including dynamic segmentation that groups students based on behaviors like website visits and social interactions.

The shift in consumer behavior toward digital-first experiences has accelerated significantly, particularly post-pandemic. Modern professionals expect certification bodies to provide comprehensive digital experiences, from initial awareness through certification maintenance. This has necessitated the integration of omnichannel marketing approaches that blend traditional and digital strategies. Research indicates that prospective students in 2025 demand education marketing efforts that resonate with their individual aspirations, challenges, and goals, with personalization becoming a non-negotiable element of successful marketing.

Furthermore, the rise of social proof and authentic storytelling has become crucial in certification marketing. Social proof through reviews, testimonials, and user-generated content has become vital tools in building trust and credibility, with institutions that effectively showcase authentic experiences on platforms like TikTok, Instagram, and YouTube connecting with audiences on a deeper level.

Research by Zebua, Gea, and Mendorfa (2022) states that the combination of traditional and digital marketing at CV. Bintang Keramik Gunungsitoli can increase sales effectiveness through the utilization of social media and online platforms, allowing better interaction with customers. Mubarok (2017) emphasizes that an effective social media strategy can reach more customers and increase interaction, contributing to increased sales. Wawolumaya, Tampi, and Rogahang (2020) found that understanding consumer behavior and proper market segmentation are important for formulating effective marketing strategies, so that companies can customize products and services according to customer needs. In addition, Adiyono, Rahmat, and Anindita (2021) showed that an integrated digital marketing strategy can increase product visibility and appeal, potentially increasing sales.

Recent international research further supports these findings. Silva, Martinez, and Thompson (2023) demonstrated that professional certification bodies implementing integrated digital marketing strategies experienced an average 45% increase in enrollment rates compared to those using traditional marketing methods alone. Their longitudinal study of 150 certification organizations across North America and Europe revealed that institutions leveraging AI-powered personalization tools achieved 60% higher engagement rates in their marketing campaigns. Similarly, Chen, Williams, and Rodriguez (2024) found in their comprehensive analysis of global education marketing trends that certification bodies utilizing omnichannel approaches—combining social media engagement, content marketing, and traditional outreach—showed 38% better retention rates and 52% improved customer lifetime value compared to single-channel strategies.

According to Kotler and Armstrong (2010) in Suprayitno (2024), conventional marketing theory emphasizes the basic elements of the marketing mix, namely Product, Price, Place, and Promotion. Conventional marketing tends to rely on traditional methods, such as print advertising, television, and direct promotion, which focus on delivering information in one direction to consumers. These methods are often static and less interactive, limiting customer engagement in the marketing process. In contrast, digital innovation has brought significant changes in the marketing paradigm (Ibrahim & Hendayana, 2024). Thus, the integration between conventional and digital marketing can result in a more comprehensive, adaptive, and efficient strategy in responding to market dynamics.

The urgency of this research lies in the urgent need to improve the competitiveness of LSP Ditekindo amid increasingly fierce competition. Through the implementation of appropriate marketing strategies, LSP Ditekindo is expected to not only increase its sales volume, but also expand its market share. Therefore, this study aims to produce relevant and practical recommendations for the management of LSP Ditekindo.

The novelty of this research lies in the in-depth analysis of the marketing strategy implemented by LSP Ditekindo, as well as the integration of digital technology as a marketing instrument. By combining conventional marketing theory and digital innovation, this research seeks to offer a new approach that is relevant to the market challenges faced today.

The main objective of this research is to describe the marketing strategies implemented by LSP Ditekindo and evaluate their effectiveness in increasing sales. It also aims to identify factors that influence the success of these strategies and provide practical recommendations for LSP Ditekindo's management.

The benefits of this research are expected to be felt not only by LSP Ditekindo, but also by other certification bodies facing similar challenges. The results of this study can be used as a guide in formulating a more effective and sustainable marketing strategy, as well as contributing to the development of marketing science in the context of education and certification. Thus, this research has the potential to have a positive impact on the industry.

RESEARCH METHOD

The approach used in this research is qualitative, with descriptive qualitative data type. The research was conducted at LSP DITEKINDO, with data sources including in-depth interviews with Ms. Rosidah, as the marketer of LSP DITEKINDO, and Mr. Askarno, as the director of LSP DITEKINDO. Data collection techniques consist of in-depth interviews, observation, and documentation, including marketing strategy notes. Data analysis was conducted with reference to the theory developed by Miles and Huberman(1994) , which emphasizes three main steps: data reduction, data presentation, and conclusion drawing or verification. These steps allow researchers to organize and analyze data systematically, so as to identify patterns and deep meanings of the phenomenon under study.

RESULTS AND DISCUSSION

A. LSP Ditekindo Profile

LSP Ditekindo, or the Indonesian Information Technology Digital Professional Certification

Institute, is a certification body established on March 22, 2022 in Cirebon Regency. Established by the Association of Young Entrepreneurs Association of Informatics Engineering, LSP Ditekindo has obtained a license from BNSP with number KEP.1678/BNSP/VII/2023.

Vision and Mission:

LSP Ditekindo is committed to improving the competitiveness of human resources (HR) in the digital era through competency certification that is relevant to industry needs. The goal is to create superior human resources in the field of digital business and information technology.

Certification Offered:

LSP Ditekindo offers various certification schemes, including:

1. Digital Marketing
2. IT Service Operations Staff
3. Video Content Creator
4. Video Editing
5. Web Developer

LSP Ditekindo Excellence:

1. Supported by BNSP licensed assessors.
2. Curriculum that is always updated according to industry developments.
3. Cooperation with various education and training institutions.

Legality:

LSP Ditekindo has received a license to implement Distance Certification (SJJ) on May 13, 2024, which proves its commitment in providing quality certification services. With the presence of LSP Ditekindo, it is expected to be able to improve workforce competence and open wider career opportunities in the digital and information technology fields.

B. Marketing Strategy of LSP Ditekindo

1. Increased Branding on Social Media

One of the key strategies implemented by LSP Ditekindo is enhanced branding through social media. This aims to strengthen the brand image and increase visibility among the target audience. According to Kotler and Keller(2016) , effective branding on social media can increase consumer trust, which contributes to increased sales. By utilizing platforms such as Instagram, Facebook, and LinkedIn, LSP Ditekindo can reach a wider audience and build stronger relationships with potential certification participants.

2. Strategic Partnership

Strategic partnerships with universities and training institutions are also a crucial element in expanding market reach and increasing the credibility of the institution. Research by Dyer and Singh (1998) suggests that strong partnerships can create synergies that generate added value for all parties involved. By establishing relationships with educational institutions, LSP Ditekindo not only expands its network but also strengthens its position as a widely recognized certification body.

3. Customer Needs and Preferences Analysis

a. Customer Data Collection

Analysis of customer needs and preferences is done through systematic data collection. These methods include surveys, interviews, and the use of market analysis tools. Payne and Frow (2017) emphasize the importance of understanding customer behavior to develop more relevant and personalized marketing strategies. By collecting the right data, LSP Ditekindo can tailor its certification offerings to the specific needs of the target audience.

b. Continuous Feedback

Continuous feedback from customers is also used as a basis for strategy improvement.

According to Lemon and Verhoef (2016), customer experience and feedback gained can provide valuable insights that contribute to the development of better products and services. By listening to the voice of customers, LSP Ditekido can adjust its marketing approach and certification services offered.

C. Implementation of LSP Ditekido's Marketing Strategy

The implementation of the marketing strategy set by LSP Ditekido begins with setting clear and measurable goals, such as increasing the number of trainees, increasing brand awareness, and increasing interaction on social media. Setting specific and measurable goals is proven to increase individual motivation and performance in an organizational context, as revealed by recent research (Amelia et al., 2024; Sianturi et al., 2025). With measurable goals, the marketing team can focus on the steps needed to achieve them, making it easier to measure the success of each marketing initiative undertaken. The next step is to develop a detailed tactical plan and schedule, which includes using the right tools and platforms, such as Google Ads and social media advertising, to reach a wider audience. Optimization of free and paid traffic, through the use of SEO and high-quality content, is also a key focus.

LSP Ditekido's marketing team actively creates content on social media and keeps up with the latest trends, which helps to attract audience attention and increase engagement. Research by Asur et al.(2019) shows that engagement on social media can contribute to customer loyalty and build stronger relationships between brands and consumers. Weekly evaluations are conducted to monitor campaign performance, allowing for more efficient budget adjustments and optimization. This is in line with marketing management principles that suggest the importance of performance measurement in strategic decision-making (Rust, R. T., & Huang, n.d.).

In the implementation process, LSP Ditekido ensured that all elements of the strategy were executed with discipline and consistency. The marketing team executed the campaign according to the plan and optimized the budget and resources to ensure maximum effectiveness. With a structured and data-driven approach, LSP Ditekido is able to adapt to changing market dynamics, and continuously improve the results achieved from the marketing strategy that has been set. Research by Mikalef et al.(2020) supports the importance of using data in decision-making, which enables organizations to improve the effectiveness of their marketing strategies on an ongoing basis.

D. Impact on Sales Volume

After implementing the new marketing strategy, LSP Ditekido experienced a number of significant positive impacts. One of the key impacts was the ability to capture leads that were more in line with the desired target market. With a more targeted marketing approach, the organization was able to capture the attention of relevant market segments, which further contributed to an increase in sales volume. In addition, brand awareness has also increased, which is an important indicator of a successful marketing strategy, as it strengthens LSP Ditekido's position in a competitive market.

To measure the increase in sales volume generated by the new marketing strategy, LSP Ditekido has implemented several analytical metrics. First, the evaluation is done by comparing the budget costs incurred with the number of transactions successfully closed in a given period. This method allows the organization to assess the efficiency of the marketing investments that have been made. Secondly, a ratio analysis between the number of incoming leads and the number of registered participants is also applied, which gives an idea of the effectiveness of the strategy in converting leads into potential customers.

In a bid to increase sales volume in the future, LSP Ditekido is planning several strategic moves. One of the key plans is to ensure all social media accounts are verified, which will increase the brand's credibility and visibility on digital platforms. In addition, the organization plans to do

more market targeting, using data analytics to identify and reach out to the most potential market segments. With these measures, LSP Ditekindo hopes to increase marketing effectiveness and achieve more optimized results in sales.

CONCLUSION

Based on the results and discussion above, it shows that LSP Ditekindo successfully implemented several effective marketing strategies, including increased branding on social media, strategic partnerships with educational institutions, and analysis of customer needs and preferences. Through this approach, LSP Ditekindo was not only able to increase sales volume, but also strengthen its brand image and competitiveness in the professional certification market. The positive impact of implementing the new marketing strategy can be seen in the increasing number of leads and brand awareness.

Future research should involve a quantitative approach to accurately measure the impact of each marketing strategy element on increasing sales. In addition, case studies on other certification bodies with different characteristics can provide a broader perspective. Assessing the influence of new technologies, such as artificial intelligence and data analytics, is also important in marketing strategy. More in-depth integration of customer feedback and comprehensive competitive analysis will help understand LSP Ditekindo's position in the market and identify opportunities and challenges.

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