
ANALYSIS OF PROSPECTS AND OPPORTUNITIES FOR TOUR AND TRAVEL BUSINESS AT CV TRANS CEMERLANG



Anissa Dian Fitriana¹
Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
Anissadianfitriana93@gmail.com

Muhammad Anas²
Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
ma912@ums.ac.id

Abstract

Along with the growth of the tourism industry and the rapid growth of the travel service provider business, tour, and travel companies such as CV Trans Cemerlang have an essential role in providing complete and organized travel services for tourists. However, despite having good prospects, businesses like CV Trans Cemerlang still face various obstacles related to operations and marketing. CV Trans Cemerlang is a company engaged in tour and travel services. This study aimed to analyze the opportunities and prospects of the tour and travel business at CV Trans Cemerlang. This research method is using a qualitative approach. Primary data was obtained through interviews with the owner of CV Trans Cemerlang and his team, then analyzed using SWOT analysis to determine business prospects and opportunities at CV Trans Cemerlang. The results of the SWOT analysis show that CV Trans Cemerlang has a profitable business opportunity for the long term. Several factors that need to be considered in running a business include negotiations with consumers, marketing services, and innovation to attract potential customers interested in tour and travel services from CV Trans Cemerlang.

Keywords: Opportunities, Prospects, SWOT Analysis

INTRODUCTION

One of the major sectors of the global economy and a significant source of foreign currency for many countries is tourism. The tourism industry in Indonesia is anticipated to adjust to developments in science and technology, defense and security, and socio-cultural issues occurring on a national, regional, and world scale. Three main pillars determine the success of Indonesia's tourism development: new product development, marketing, and human resource improvement, especially in tourism-affected communities (Novitasari & Nasir, 2023).

Tourism is one of Indonesia's main economic pillars and continues to grow yearly. The country has various tourist destinations that are a mainstay in the tourism industry, including Central Java Province. Central Java has a variety of exciting tourism potentials, including natural, culinary, historical, religious, and cultural tourism. Regarding foreign tourist visits, in 2018, around 680 thousand people were visiting Central Java. Meanwhile, the number of domestic tourists reached around 48 million people. The provincial government continues to encourage the development of community empowerment-based tourism to increase local involvement in the management of tourist destinations. The number of foreign tourists visiting Central Java from 2019 to 2023 shows significant variations, mainly influenced by the COVID-19 pandemic. This year, Central Java recorded 691,699 foreign tourists. This is the highest number before the pandemic, with Magelang City being one of the leading destinations. It was in 2020-2023 that the tourism sector began to recover with an increase in the number of visits. BPS reported that domestic tourist visits reached a record high in the last five years. Overall, the tourism potential in Central Java is enormous and still has much room to be developed further to attract more domestic and international visitors. Here is a picture of the development of the number of tourists:

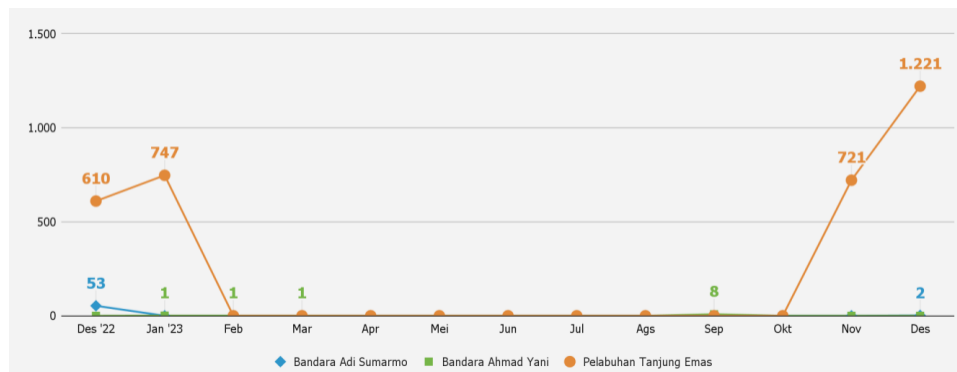


Figure 1.

Development of the Number of Foreign Tourists December 2022 - December 2023 in Central Java Province

Based on Figure 1, it can be seen that during December 2023, there were 1,223 foreign tourist visits to Central Java, namely two visits through the Adi Sumarmo Airport entrance in the form of pendul or Indonesian residents living abroad and 1,221 visits through Tanjung Emas Port where 39 of them were pendul and 1,182 were foreign tourists. This shows that the potential for tourist visits to Central Java is still relatively high, so if it is utilized by tourism industry players to gain profits, the tourism industry will benefit.

The tourism industry includes business fields that can be grouped into three sectors as follows:

1. Tourism service businesses: travel agencies, convention services, incentive travel, tourism consulting services, tourism info services
2. Tourism facility businesses: jasmine hotels, caravan stopovers, tourist transportation, catering and bar services, tourism areas, recreation and general entertainment such as recreational parks, swimming pools, golf courses, bowling alleys, billiard houses, steam baths, agility, tourist villages, and folk entertainment services.
3. Tourism attraction service businesses, such as cultural tourism, specific interest tourism, and nature tourism, require special expertise and skills.

The tourism industry is an essential foundation in national economic development and is a regional mainstay to increase local revenue. The high number of tourists attracts the attention of many domestic and foreign investors who want to invest in tourism, such as travel agencies, hotels, and restaurants. Improvements are needed in the supporting sectors,

including hotels, restaurants, and tour and travel agencies, to support the development of this industry (Rosita, 2020).

Tour & travel business is a business engaged in travel and accommodation services for customers who are going on vacation. Tour and Travel are among the businesses that continue to proliferate lately because the development of the world of tourism is in line with the growth of businesses in the tourism travel service providers (Fitriana et al., 2021). Tour & Travel has an essential role in Travel, serving tour package bookings, accommodation, and other tourism products. The facilities provided by Tour & Travel can increase the trend of traveling as long as the service is satisfactory.

One example of a company engaged in tour and Travel is CV Trans Cemerlang, located in Surakarta. CV Trans Cemerlang serves both domestically and abroad travel agencies and provides various tour packages, including budget packages and special promos. Services offered in addition to tour packages are accommodation, transportation, tour guides, and other activities. The tour guide is responsible for customer service, providing exciting and accurate information to customers during the tour.

Customer satisfaction is one of the benchmarks of a business's success. Satisfaction will increase revenue in the business, including tour and travel services (Raihan & Budiono, 2023). Consumers will feel satisfied when they get maximum service when using tour and travel services. For CV Trans Cemerlang to be easily recognized by the public, it is necessary to have promotions disseminated through social media in the form of content to attract consumers to use its service products.

Social media is a communication tool that has an important role in running a business, especially in the current era. Consumers use social media to search and exchange information widely, so social media plays an important role in brand building (Damayanti et al., 2021). CV Trans Cemerlang creates attractive visual content, such as images and videos explaining tourist destinations, the excitement of traveling, and experiences that attract consumers to plan their vacations. This marketing strategy must provide a clear and directed picture of what the company will do in using every opportunity or opportunity in several target markets (Nurhayati & Bonita, 2022). Tour and travel agents can also interact directly with consumers who transact through social media.

Customer satisfaction and the selection of marketing strategies cannot be separated from the challenges faced in running a tour and travel business, considering that intense competition is one of the tough challenges this business must face. Competition and dependence on the tourist season also pose a challenge for business actors. Another problem that often makes the tour and Travel business less attractive is the low sense of trust between consumers and business actors. The lack of trust between consumers and business actors is due to the many fraud cases in tour and Travel, which raises consumer concerns about booking tours and travel offline.

This research analyzes the tour and travel business prospects and opportunities at CV Trans Cemerlang company in Surakarta. It will use the SWOT analysis method to identify the strengths, weaknesses, opportunities, and threats faced by CV Trans Cemerlang. In addition, the results of this study can be used as a reference for tour and travel business actors facing business challenges in intense competition and taking advantage of existing opportunities. Thus, this research is expected to provide insight to readers in the tour and travel business venture.

REVIEW OF LITERATURE

Promotion Strategy

Promotion is a significant business activity that introduces, informs, and reminds consumers about the benefits of a particular product or service. Through Promotion, companies strive to motivate buyers to be interested in buying advertised products. Companies must use various practical advertising tools to increase sales by conducting promotions. Promotion includes various activities companies carry out to communicate with consumers, inform them of the advantages of products or services, and persuade them to make purchases (Kuspriyono, 2021).

According to Tjiptono (2012), Promotion is an essential factor in the success of a marketing program because it provides consumers with information about a product's existence. Meanwhile, according to Kevin and Carsana (2020), Promotion is an essential component of marketing activities that informs consumers about new product launches and encourages them to purchase.

Promotion is a crucial element in introducing, informing, and reminding consumers of a product's benefits consumers of so that they are interested in buying it. Every company must choose the right promotional tools to achieve sales success. Promotion involves various activities to convey the product's advantages and convince consumers to buy it. The basis of Promotion is the company's communication with consumers to drive sales. Promotional activities are increasingly important because the distance between producers and consumers is increasing, the number of potential customers is increasing, and there are intermediaries communicating with consumers (Saleh & Said, 2019).

According to Saleh and Said (2019), promotional strategies have ten objectives, including increasing production and sales volumes, attracting potential consumers, increasing repeat purchases, fostering consumer loyalty, adding value, increasing attractiveness, and forming awareness as a complement and diversion to prices, attracting support from distributors, and grouping customers.

From the above understanding, it can be concluded that Promotion is an important business activity that aims to introduce, inform, and remind consumers about products or services. This is done to motivate buyers to buy the advertised product. Companies must choose practical promotional tools to increase sales by conveying product advantages and convincing consumers. Promotion is increasingly important because the distance between producers and consumers is increasing, the number of potential customers is increasing, and there are communication intermediaries with consumers.

SWOT Analysis

SWOT analysis is a tool used to conduct strategic analysis. SWOT analysis is a classic strategic planning instrument. Using a framework of strengths and weaknesses and external opportunities and threats, this instrument provides a simple way to estimate the best strategy implementation (Md Husin & Haron, 2020). The most crucial activity in the SWOT analysis process is understanding all the information in a case, analyzing the situation to find out what issues are happening, and deciding what actions must be taken immediately to solve the problem (Benzaghta et al., 2021).

SWOT analysis is based on logic that can maximize strengths and opportunities while minimizing weaknesses and threats. The decision-making process must analyze strategic factors under current conditions. A frequent general direction capitalizes on opportunities and strengths (O and S). This analysis is expected to result in a long-term plan. Then, overcome or reduce threats and weaknesses (T and W). This analysis results in a short-term plan, i.e., an improvement plan (Shvardak, 2021). According to (Idris et al., 2022), a SWOT analysis needs to be done because SWOT analysis is to match between internal resources and the company's external situation. A good match will maximize the company's strengths and opportunities and minimize its weaknesses and threats. This simple assumption has solid implications for successful strategy design. SWOT analysis is a potent tool to enlarge capabilities and find out the inefficiencies of company resources, opportunities from the market, and external threats for the future for the better (Wang & Wang, 2020).

SWOT analysis is a method for designing alternative strategies for a company or organization by identifying internal and external factors. In this SWOT analysis, the internal environment describes *strengths* and *weaknesses*, while the external environment includes *opportunities* and *threats*.

Tour and Travel

A tour and travel company, also called a travel agency, is a commercial business activity that organizes and provides services for a person or group of people to travel with the main purpose of traveling. This business entity organizes travel activities that act as intermediaries in selling or managing services to travel both at home and abroad (Ibad et al., 2019).

Travel Bureau (BPW) and Travel Agent (APW) are under the auspices of ASITA (Association of The Indonesian Tour and Travel Agencies). According to (Diwati & Santoso, 2015). A travel agency is a company that earns revenue and profits by offering and selling products and services it provides to customers. The emergence of a travel agency has several roles, namely (Ibad et al., 2019): 1). Ticketing (sale of domestic and international airplane tickets) 3). Hotel reservation (domestic and foreign) 4). Travel agents for cruise ships, charter flights, ships, and trains 5). Tour packages for domestic and overseas 6). Escort services 7).

Pick up and drop off guests from and to the airport 8: Umrah services, Hajj, and other spiritual trips.

Meanwhile, according to (Adi & Saputro, 2017), A travel agency is a company that sells Travel plans directly to the public and, more specifically, sells air, land, and sea transportation, lodging accommodation, cruise tours, package tours, travel insurance, and other related products. (Kotler & Keller, 2016) Travel products can be classified into three levels: 1). Core Product is a service or benefit provided to satisfy the needs of an identified target market (travelers). 2). Tangible products are special offers made to sell something by emphasizing that tourists will receive them in exchange for the money they pay. 3) Augmented products are all forms of business that organize travel services domestically and abroad.

Business in the field of tour and Travel is a business that organizes tourist travel services domestically and abroad. This business can take the form of a business entity, either in the form of a limited liability company (PT), Limited Liability Company (CV), Firm (Fa), Cooperative, Foundation, or individual business form. In general, travel agencies in Indonesia use PT or CV. However, many individual businesses still do not yet have legality or permission as a tour operator company. People who become consumers in this tour and travel business travel and use various tourist services provided by tour and travel companies are called domestic and international (foreign) tourists (Putra, 2020).

RESEARCH METHOD

This research method uses a qualitative approach. Qualitative research aims to understand the phenomena experienced by research subjects by describing these phenomena in a particular context using natural methods (Moleong, 2018). The data obtained from this research is descriptive, describing or confirming a concept or symptom and answering questions related to the research subject's current status.

This research was conducted at CV Trans Cemerlang, in Surakarta. The location selection was carried out *purposively*, considering that all sources of data and information were at that location, namely as the center of the operational activities of CV Trans Cemerlang. In addition, researchers also made direct observations when CV Trans

Cemerlang conducted its tour operations. This is to see how far the quality of service and facilities provided as additional information for researchers.

The data collection technique used by researchers is the Triangulation technique. According to (Sugiyono, 2019), Triangulation is defined as a data collection technique combining various data sources and techniques. Triangulation can be done using several techniques, namely interviews, observations, and documents. Triangulation of these techniques is not only to check the truth of the data but also to enrich the data. Data collection in this study used a structured interview method, namely, interviews conducted in a planned manner guided by a list of questions prepared in advance.

To find out the potential and development strategy of CV Trans Cemerlang, researchers used the *Strengths, Weaknesses, Opportunities, Threats* (SWOT) analysis method, which is also often used to analyze the prospects and business opportunities of the *tour and travel* business at CV Trans Cemerlang. The object of this research is CV Trans Cemerlang travel agent, while the subject of this research is consumers who have transacted with CV Trans Cemerlang. The data in this study are primary data obtained through interviews with the owner of CV Trans Cemerlang and his team, then analyzed using SWOT analysis to determine business prospects and opportunities at CV Trans Cemerlang.

RESULTS AND DISCUSSION

This research was conducted to determine CV Trans Cemerlang's prospects and business opportunities. Researchers interviewed the owner of CV Trans Cemerlang and his team to find out the prospects and opportunities of the *tour and travel* business. They used SWOT analysis to identify factors that affect the *tour and travel* business from both internal and external sides. Internal factors include strengths and weaknesses within the company, while external factors include opportunities and threats from the company's external environment.

Strengths

1. **Particular itinerary:** CV Trans Cemerlang has a unique itinerary that can be tailored to individual and group consumer requests so that this service can be used as an innovation for CV Trans Cemerlang.

2. **Cooperation with hotels and food houses:** CV Trans Cemerlang cooperates with external parties, such as hotels and restaurants, to provide new services to consumers. Consumers also get unique prices if they order tour packages, lodging, and food.
3. **Social media:** CV Trans Cemerlang uses social media, such as Instagram, YouTube, and WhatsApp, to create tourist destination content and promote tour packages to attract consumer interest.
4. **Complaint service:** CV Trans Cemerlang receives complaints from consumers regarding the satisfaction of the services provided, which is used as evaluation material.
5. **Functional market segments:** CV Trans Cemerlang serves various types of tours, such as elderly and educational tours, both domestically and abroad.

Weaknesses

1. **Do not have any means of transportation yet:** CV Trans Cemerlang does not yet have a means of transportation, so it must work with a transportation service provider.
2. **Cooperation with tourist attractions is still lacking:** CV Trans Cemerlang's cooperation with tourist attractions is still lacking, so customers do not get special prices when visiting.
3. **Don't have an overseas tour guide yet:** CV Trans Cemerlang serves overseas tours but does not yet have a dedicated tour guide who knows foreign languages. Instead, it relies on translators from its team.

Opportunities

1. **Consumer insurance services:** CV Trans Cemerlang works with external insurance providers to offer travel insurance for customers to ensure their safety and security.
2. **Cooperation with other travel agents:** CV Trans Cemerlang cooperates with agents who serve the Hajj and Umrah to reach a wider market and meet the needs of potential customers.
3. **Cooperation with tourist attractions:** CV Trans Cemerlang provides discounted prices for attractive bookings by the agreed conditions. CV Trans Cemerlang can increase cooperation with tourist attractions to get special prices and attract potential customers.
4. **Transportation cooperation:** CV Trans Cemerlang collaborates with transportation providers to better serve consumers and adjust to their needs.

Threats

1. **Extreme weather:** Customer convenience will be compromised in unpredictable extreme weather.
2. **Negotiation:** Poor negotiations between CV Trans Cemerlang and consumers will lead to the cancellation of orders.
3. **Partner service quality:** Services provided by external parties significantly affect customer satisfaction because they can potentially cause unpleasant experiences.
4. **Tax:** Changes in tax rates can lead to higher operating costs and lower profits.
5. **Travel regulation:** Travel regulations can restrict tourist mobility. Usually, during the holidays, the number of tourists is restricted so that there is no surge.

Table 1.
SWOT Matrix

External	Strengths	Weaknesses
	<ol style="list-style-type: none"> 1. Special itinerary 2. Cooperation with hotels and food houses 3. Social media 4. Complaint service: 5. Useful market segments 	<ol style="list-style-type: none"> 1. Do not have any means of transportation yet 2. Cooperation with tourist attractions is still lacking 3. Do not have an overseas tour guide yet
Internal	SO Strategy	WO Strategy
	<ol style="list-style-type: none"> 1. Innovate tourist trips so consumers are interested in CV Trans Cemerlang's services. 2. Improve relationships with outside partners so that the new services provided by CV Trans Cemerlang can be adequately fulfilled. 3. Expand the communication network and use social media to broaden the reach. 4. Increase knowledge of the latest travel trends and tourist destinations to avoid being left behind. 	<ol style="list-style-type: none"> 1. Increase cooperation with tourist attractions to get more significant business opportunities. 2. Provide tour guides who can master foreign languages when serving overseas tours. 3. Establish cooperation with transportation service providers to get special prices.
Opportunities		
<ol style="list-style-type: none"> 1. Consumer insurance services 2. Cooperation with other travel agents 3. Cooperation with tourist attractions 4. Transportation cooperation 		

	5. Offer attractive discounts so consumers are interested in negotiating with CV Trans Cemerlang.	
Threats	ST Strategy	WT Strategy
1. Extreme weather	1. Increase cooperation with external partners to improve service quality.	1. Offer a variety of tour packages that suit the needs of consumers.
2. Negotiation	2. Keep abreast of tax developments through official government website sources.	2. Develop emergency plans in case of sudden extreme weather.
3. Partner service quality	3. Establish a loyalty program to develop CV Trans Cemerlang's services.	3. Make special discount prices when there is a decline in consumers when economic conditions are unstable.
4. Tax	4. Create policies to reduce the risk of consumers canceling due to changes in travel regulations,	4. Access official government websites regularly to monitor changes in travel regulations.
5. Travel regulation		5. Develop innovations so you do not miss out on travel trends.

Source: Primary Data 2024, Processed

Based on the SWOT analysis results, internal and external factors that affect the prospects of CV Trans Cemerlang's tour and travel business can be identified. Some of the strengths contained in CV Trans Cemerlang are an advantage in itself to attract consumer interest. CV Trans Cemerlang has special facilities provided to consumers according to their requests, so they feel comfortable using the tour and travel services at CV Trans Cemerlang. This is the strength of CV Trans Cemerlang in developing its business to compete with other tour and travel businesses.

On the other hand, CV Trans Cemerlang has weaknesses that must be corrected immediately. The most influential weakness is the lack of cooperative relationships with tourist attractions. This causes CV Trans Cemerlang to be less well known in tourist attractions, so it cannot get special prices when visiting them. CV Trans Cemerlang must also recruit tour guides who master foreign languages immediately. This is very much needed

because CV Trans Cemerlang often organizes trips abroad and only uses tour guides from CV Trans Cemerlang, whose command of foreign languages is still lacking.

Although there are still weaknesses in their business, CV Trans Cemerlang can also take advantage of opportunities to grow. CV Trans Cemerlang can market its services with the compiled series of events. Cooperation with tourist attractions can also be used as a business opportunity because special prices can be used as discount prices given to consumers to attract consumers. However, CV Trans Cemerlang is also not free from threats that can occur anytime and anywhere, so CV Trans Cemerlang must prepare a flexible strategy to deal with threats that will occur.

The SWOT matrix has shown strategies for anticipating internal and external influences that can affect CV Trans Cemerlang. The tour and travel business has long-term opportunities because tourism is increasingly popular nowadays. Digital marketing using social media can make businesses more accessible to potential customers. However, it is necessary to be vigilant in dealing with threats that will occur because the competition in the round and travel business is getting tighter.

CONCLUSION

Internally, CV Trans Cemerlang's strengths include unique itineraries, cooperation with hotels and restaurants, efficient use of social media, customer complaint services, and diverse market segments. Consistent use of social media can make it easier to find potential customers through marketing. On the other hand, CV Trans Cemerlang's weaknesses include unavailable transportation, lack of cooperation with tourist attractions, and the absence of foreign tour guides proficient in foreign languages. Utilizing opportunities by expanding cooperative relationships with external parties can reduce the weaknesses of CV Trans Cemerlang.

From the external side, CV Trans Cemerlang's threats include extreme weather, negotiations, partner service quality, taxes, and travel regulations. The appropriate strategy to deal with these threats is to develop good negotiation skills so that consumers are interested in the services offered and continue to develop innovations to current tourism trends. CV Trans Cemerlang's opportunities include consumer insurance services, cooperation with

other travel agents, tourist attractions, and transportation cooperation. These opportunities must be appropriately utilized if CV Trans Cemerlang wants to advance its business.

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