

Innovation Strategy Of Improving Brilliant English Course Business

Amelia Kusumaning Putri^{1*}, Basthoumi Muslih^{2*}

Universitas Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No. 76, Majoroto, Kota Kediri, East Java, 64112, Indonesia

ameliaakputri30@gmail.com^{1*}, basthoumi@unpkediri.ac.id

*corresponding author

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Abstract

Research aim : The aim of this research is exploring and the propose effective open innovation strategies for Brilliant English Course to enhance its curriculum, integrate modern technologies, personalize learning experiences, expand its market reach, and student satisfaction.

Design/Methode/Approach : the research will adopt a qualitative approach, utilizing case study analysis, interviews and documentation. The selection of informants used the 5R (Realize, Relevance, Recommendation, Report, Readiness).

Research Finding : The integration of AI Driven platforms and Online learning management systems to provide personalized and flexible learning experiences. The Development of a Specialized Curriculum, Identification of potential Partnerships and collaborations with universities, marketing strategies and sustainabel practices , explore open business models for potential Brilliant English Course.

Theoretical contribution/Originality : This research will contribute to the existing body of knowledge on Open Innovation by applying it to the context of educational institutions, specifically language institute. The originality of this research lies in its focus on integrating both technological advancements and external partnerships within the educational environment, creating a holistic approach to business growth and innovation in education.

Practitioner/Policy implication : The research will motivate other institute to grow up better by open innovation strategy.

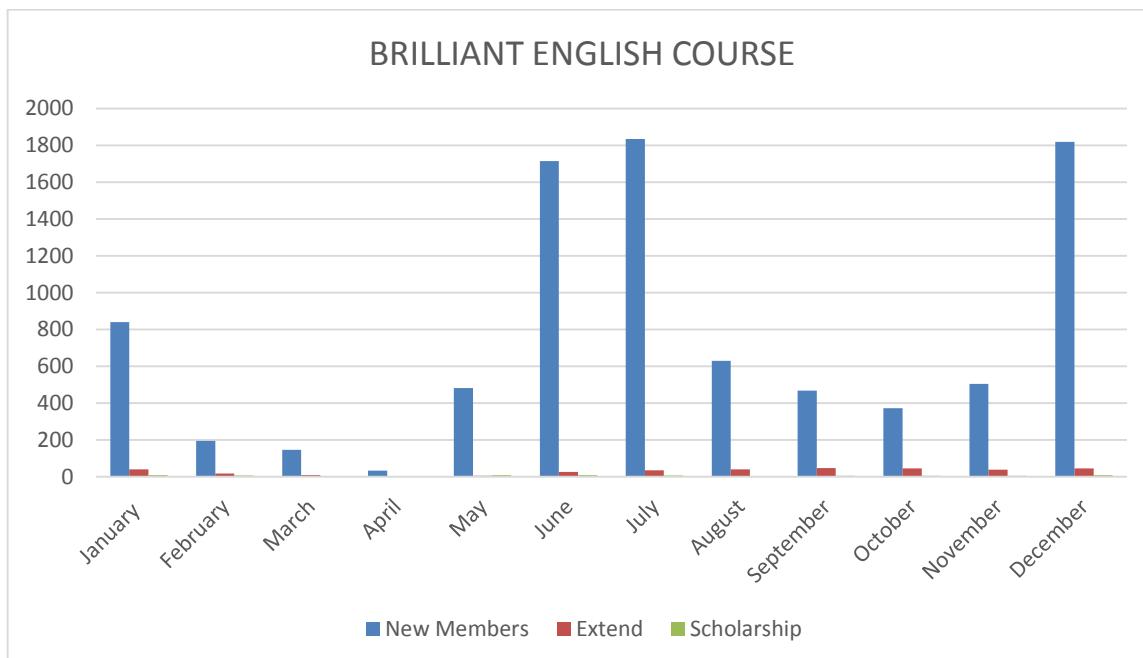
Research limitation : This research focuses only on a The findings are more applicable to Brilliant English Course implementing technologies digital platforms requires significant investment, which might be challenging for smaller institutions.

Keywords : Course Business English, Open Innovation, Curriculum Development.

1. Introduction

Pare is a subdistrict in Kediri Regency, East Java, with a rich historical and cultural significance. The name "Pare" is derived from the Javanese word "panglerenan," which means a resting place. During the colonial era, Pare often served as a stopover or hiding place, which led to its association with this name. Additionally, renowned anthropologist Clifford Geertz, in his work *The Religion of Java*, referred to Pare by the pseudonym "Modjokuto" to describe the region and community he studied. Geertz's work provides profound insights into the social, cultural, and religious life in the area. In modern times, Pare is also famously known as the

"English Village," a popular destination for learning English. This makes Pare not only a historical site but also a hub of education and culture [1]. Brilliant English Course, Kampung Inggris Pare is placed at Jl Flamboyan 127B, Tulungrejo, Pare, Kediri it is a education institutions which is based on national and religious, so that in the routine activities carried out include ceremony on the 17th and religious meeting that did every week on the Monday and Thursday. This research based on own experience has been doing since August 2020 until November 2024. Brilliant English Course has been established since 2012, it has experienced significant progress. By the facilities of studying program that be offered and the teachers innovate. For 12 years since establishment provided consistently providng service and offering learning programs for beginners to advanced learners.



Tabel 1 Totals members 2024 in Brilliant English Course.

The number of new members fluctuates significantly throughout the year, with notable peaks in June, July, and December. This suggests that the course might have implemented innovation marketing or partnership strategies to attract new members during these months. The dramatic rise in these months could also be linked to new offerings, promotional campaigns, or external collaborations which align with open innovation priciles. in Kampung Inggris Pare has one big organization we called 'Forum Kampung Bahasa" (FKB) to handle Kampung Inggris eras, and connected with goverment. FKB will help the courses to get members, so not only the marketing can promote, but they will help them. So Brilliant English Course could more active to help get members in low seasons [2]. In the modern educational sector, where competition is fierce and the demand for quality learning experiences are ever growing, applying innovation is curcial for the success and growth of educational institutions. For Brilliant English Course, embracing an Open Innovation Strategy can keep being growth, enhance service quality, and cater to diverse needs of students. Open Innovation (OI), emphasizes the importance of using external and internal ideas, technologies, and pathways to advance a business innovation processes [3]. This article discussess how Brilliant English Course can apply Open Innovation Strategies and potential impact on it is growth, supported

by relevant theories and sources.

The way we learn is changing. More and more, students want flexibility, interactivity, and personalized experiences in their education. This shift is especially clear in the English language industry, where business like Brilliant English Course known for its quality lessons are feeling the pressure to adapt. Even though Brilliant English Course has a solid reputation, it faces some real challenges. With the rise of online learning. Growing competition, and changing students expectations, it is clear that the business can not rely on old methods alone. Want more than just traditional lessons they want technology driver experiences which can fit into their busy, fast-paced lives. This is where innovation come in. it is not just about staying competitive it is about finding new, exciting ways to deliver learning that resonates with students. Brilliant English Course has a unique opportunity to rethink how it teaches, making its lesson more accessible, fun, and personalized. And with students from around the world easier to improve their skill of English, there is a huge chance to grow and reach a global audience, and the era of digital transformation has the way many businesses operate, communicate and compete [4].

Brilliant English Course, a renowned provider of English Language education, find a moment where innovation is crucial to meet the evolving demands of modern learners. Despite its strong reputation for delivering quality education, the institution faces several that must be addressed to ensure sustained growth and continued success. One key issue is adapting to technology, in an era where remote and hybrid learning have become the norm. The students expect the flexibility to access courses anytime and anywhere. The current infrastructure does not fully cater this expectation. Without embracing technology, Brilliant English Course risks losing a significant segment of potential students. Another pressing challenge is student engagement. While the course content remains strong, it often struggles to captivate the attention of younger learners, who are accustomed to interactive and gamified experiences. The lack of engagement can lead to lower retention rates and incomplete courses, particularly among the younger generation. The rise of competition in the English learning space both online and offline further underscores the need for differentiation. To stand out, Brilliant English Course offers a unique value proposition that demonstrates its superiority over the plethora of alternatives now available. To overcome these challenges and secure a thriving future, Brilliant English Course must embrace innovation. By leveraging modern technology, all groups of countries, cities, industries, companies, and individuals face the same challenges to adapt to the digital world [5]. And creating more engaging and personalized learning experiences and strategically expanding into global markets, the institution can solidify its position as a leader in English language education and continue to empower learners worldwide.

In this article, we will explore how Brilliant English Course can use open innovation to tackle these challenges head on by embracing new technology, offering more engaging content, and creating a learning environment that adapts to each student's needs, because the students have low learning motivation, and the tendency to broaden their horizons and develop their own potential through formal learning activities seems to decrease [6]. The course can not only survive but thrive in an ever-evolving education landscape. This version is more relaxed and approachable, using language that invites the reader into the discussion of challenges and opportunities for Brilliant English Course. It aims to make the article feel like a conversation about how to make positive changes and improve the business. For solid academic or professional article on the topic of innovation strategies for language course business like

Brilliant English Course, you will need to support your claims and strategies by references from credible sources. These sources might come from education journals, research on e-learning and innovation in education, and studies on student engagement and technological advancements.

1.1. Statement of Problem

The education industry, specifically language learning center, faces significant challenge in maintaining competitiveness and student engagement due to rapid technological advancement, changing student expectations, and envolving teaching methods. There are several weaknesses in Brilliant English Course that have led to new problems, such as the lack of devices to support online classes, this issue makes it somewhat more difficult to access learning materials, overcwroded classes sometimes in Brilliant English Course during peak seasons, classes may become overcrowded, which can affect individual attention from teachers. Limited extracurricular activities and inconsistent teaching quality, compared to some other courses extracurricular activities to practice english outside of class might be less diverse, thats why some students feel that the teaching quality is depending on the tutor assigned.

1.2. Research Objectives

Brilliant English Course is comitted to enhance services and expanding its impact through integration of modern technologies and open innovative strategies. To achieve, the intituation seeks to explore the incorporation of advanced tools, such as AI-driven learning platforms and online management system, which can elevannt the learning experience and boost student engagement. Recognizing the need to adapt to the evolving demand of student, Brilliant English Course aims to innovate and update its curriculum. It will be placed on specialized fields like Business English, English for Technology, and English for Hospitality, ensuring the content remains relevant and tailored to industry need.

Collaboration is another critical avenue for growth. The course aims identify potential partnership with universities, tech companies, and educational platforms to bring in fresh ideas and cutting-edge technologies, enriching its teaching methodologies and services.

2. Method

For an article focusing on the innovation strategy of improving Brilliant English Course business, a Qualitative Approach is likely the most appropriate method, this approach is well suited for understanding the underlying factors, attitudes, and perceptions of stakeholders (such as students, General Manager, Frontliners, and Administrator) about the course and the changes needed for improvement. Interviews will be held with key individuals such as Brilliant English Course management team and selection of short term and long term students. These participants will be chosen carefully using the 5R (Realize, Relevance, Recommendation, Report, and Readiness) to ensure their experiences and knowledge align with the focus of this research. The interviews took place over :

Tabel 2 Informan's Data

No	Name	Information
1	Mr. Dimas	General Manager Brilliant English Course 29 years old, freshgraduated S1 Ilmu Komunikasi.
2	Mr. Reza	Tutor Speaking and Pronunciation 25 years old, freshgraduated S1 Sastra Inggris.
3	Mr. Yusuf	Frontliner 25 years old, graduated of Senior High School.
4	Ms. Moa	Frontliner 24 years old, freshgraduated S1 Ekonomi syariah.

The analysis will follow a thematic analysis technique, it will classify and reduce the data by identifying key themes related to innovation in teaching and course delivery. Triangulation will be employed to compare and contrast data from interviews, observations and documentation, ensuring a more comprehensive understanding of the challenges and opportunities for innovation.

3. Results and Discussion

The benefit of English course as non-formal education is to expand and to give more drillings for students to master the language with various programs and flexible times. Some students need alternative treatment instead of studying the language at school [7]. And the results of interviews with manajemen's team reveal important insight into the challenges and opportunities for Brilliant English Course which can guide the development of effective innovation strategies. Based on the interviews and observations conducted, Mr.Dimas as informan 1. As General Manager at Brilliant English Course we did interview At Alana Regency Cemandi for 04 Minutes 53 seconds. Mr.Reza as informan 2, he is as Speaking teacher and pronunciation, he is graduated english literature. We did interview at Jl.Wilis gg 2 Rt/Rw 002/022 No 64, Tulungagung for 03 Minutes 59 Seconds. Mr.Yusuf as informan 3 he is a frontliner at Brilliant English Course, we did interview by google meet for 05 Minutes 46 Seconds. Also Ms.Moa as informan 4 we did interview by google meet for 05 Minutes 52 Seconds. And the result of discussion will be like :

1. How can Brilliant English Course integrate modern technologies such as AI Driven learning platforms and online management systems to enhance the learning experience and improve student management?

Informan 1 : *Eee.. kalo aku ya menurut aku di Brilliant English Course sendiri tuh kita bisa memanfaatkan teknologi terkini seperti platform pembelajaran yang berbasis Digital, yang tentunya semua dapat menyesuaikan materi dengan kebutuhan tiap siswa yang akan belajar disini. Selain itu, menggunakan sistem manajemen pembelajaran online yang memudahkan siswa juga mengakses materi dan memantau progres mereka, proses mereka, dan akan meningkatkan pengalaman belajar mereka. Penggunaan chatbots juga sebagai asisten virtual*

juga dapat membuat eee... pembelajaran lebih interaktif dan responsive kalo menurut saya.

Based on the interview with Mr.Dimas, suggested that Brilliant English Course could leverage modern technology, such as digital learning platforms, to customize materials according to each student's needs. Furthermore, executing a web learning administration framework (LMS) would empower understudies to effectively get to materials and track their advance in general for learning involvement. The integration of chatbots as virtual assistants seem advance make learning prepare more intelligently and responsive.

Informan 2 : '*hmm..Brilliant English Course hmm bisa memanfaatkan teknologi seperti platform Google Class, hmm Gmeet, Zoom untuk memberikan pengalaman belajar ya mbak ya, yang lebih personal serta sistem online untuk memudahkan akses materi dan hmm...pelacakan perkembangan siswa*'.

Amid the meet, Mr.Reza highlighted the significance of coordination innovation into the learning prepare to improve the quality of instruction at Brilliant English Course. Mr. Reza recommended leveraging stages like Google Classrooms, Goole Meet, and Zoom to make a more personalized and locks in learning involvement for understudies. These instruments, agreeing to him, can encourage real-time interaction, cultivate way better communication between guides and individuals, and guarantee that classes stay available in any case of physical area. Besides, he emphasized the esteem of executing a comprehensive online framework that not only gives simple get to to memorize materials but too permits individuals and guides to screen advance viably. This approach, Mr.Reza believe, will essentially make strides the in general learning travel and keep the institution at the bleeding edge of cutting edge instruction hones.

Informan 3 : *Kalo menurut aku bisa menggunakan ini sih miss zoom meeting dan sistem online untuk personalisasi pembelajaran gitu mempermudah siswa mengakses materi serta memantau kemajuan mereka seperti itu sih miss.*

Mr. Yusuf shared his perspective on utilizing technology to enhance the learning experience at Brilliant English Course. Mr.Yusuf emphasized the potential of zoom meetings and an integrated online system to personalize the learning process for each student. These tools. Mr.Yusuf explained, Online system can make it easier for students to access learning materials anywhere and allow both students and instructors to track progress more effectively. By adopting such technologies, the institution can ensure a more flexible and student centered approach to education, ultimately improving outcomes and satisfaction.

The integration of technology in classrooms becomes a necessity for effective teaching that improve learning, speacially in the 21st century where the road to motivate and encourage students to learn paved with their passion to technology and digital tools [8]. Brilliant English Course with the rise of digital tools, can enhance its teaching methods by incorporating online learning platforms. In this era globalization its easier to use we call it internet, all of them its feel easy and close with us to access all of we need [9]. These platforms would allow students to access lessons, assignments, and even live session remotely. This is especially useful for students who have tight schedules or those who live far from the course location. Brilliant

English Course can also explore AI powered language tools that help personalize learning. For instance, Google Meeting could offer tailored exercise, provide feedback, and even correct pronunciation, grammar, speaking, or vocabulary mistakes in real time, helping students learn faster and more effectively. A key element of Open Innovation is utilizing external ideas and technologies to innovate and enhance the business. For Brilliant English Course, integrating external technology platforms such as AI-driven learning tools or adopting online learning management systems could help improve the learning experience and expand its student base. By adopting technology from outside the organization, Brilliant English Course can provide personalized learning paths for students and offer that meet their specific needs, creating an enhanced value proposition. In open innovation theory, collaborations with external partners are critical [3]. To introduce new technologies and methods that improve overall educational services. Brilliant English Course could partner with software developers like Google Meeting or Classrooms, Zoom Meeting or others, or even language learning apps to incorporate cutting-edge technologies into their curriculum.

2. How ways Brilliant English Course update the curriculum to better meet the evolving demands of students in specialized fields, such as Business English, English for Hospitality?

Informan 1 : *Eeee... gini jadi kalo Brilliant English Course itu memang dapat terus memperbarui kurikulumnya, terutama dalam bidang-bidang khusus ya.. dengan mengikuti standart internasional, membedakan fokus member dengan tujuannya, mungkin dengan cara ketika placement test setelah itu, placement test ini untuk menentukan level mereka, jadi member bisa menjelaskan tujuan belajar bahasa inggris mereka tuh seperti apa, setelah mereka menyentuh level mahir, semacam sudah ahli ya mereka dapat mencapai tujuan tersebut. Dan antisipasinya kurikulum kita mengalami perubahan itu setiap 6 bulan sekali untuk update metode pembelajaran ataupun materinya. Jadi kita trus update setiap 6 bulan sekali.*

Mr.Dimas shared valuable insights on how Brilliant English Course can continue to improve its curriculum to better meet the needs of students. Mr. Dimas suggested that he institutions should regularly update its curriculum, particularly in specialized areas, to align with international standards. By distinguishing the focus based on each student's goals, such as through a placement test where students can clarify their language learning objectives, the course can better tailor the learning experience. This approach would ensure that, once students reach an advanced level, they can achieve their specific goals. Furthermore, Mr.Dimas recommended that the curriculum undergo revisions every six months to incorporate updates in teaching methods and materials, ensuring that the program remains relevant and effective.

Informan 2 : *'hmmm..Untuk tetap relevan dengan kebutuhan siswa, Brilliant English Course dapat terus memperbarui kurikulumnya, terutama dalam bidang-bidang khusus seperti Bahasa Inggris untuk Bisnis atau hotel. Misalnya, dengan menghadirkan materi-materi yang lebih aplikatif seperti percakapan bisnis sehari-hari atau istilah-istilah yang sering digunakan dalam dunia kerja, agar siswa merasa lebih siap menghadapi tantangan di bidang tersebut gitu'.*

Mr Reza emphasized the significance of keeping the educational programs up to date to stay significant to desires of underudies. Mr Reza proposed that Brilliant English Course

ought to continuously upgrade its educational modules, particularly in specialized zones such as trade english and neighborliness. For instance, incorporating more practical materials like daily business conversations or commonly used terms in the workplace would better prepare students to face challenges in these fields. This approach would make the learning experience more applicable and beneficial for students pursuing careers in these industries. That reality revealed that the problem found by tutors in the English village was not only a lack of speaking performance but confidence. One of the tutor revealed that there are two types of reasons that explain the condition of students being reluctant to speak, namely they have low speaking performance or they have no self-confidence to express their ideas [10].

Informan 3 : Kalo itu lebih seperti Kurikulum bisa diperbarui dengan materi yang relevan agar siswa siap menghadapi apa namanya tantangan profesional.

Mr. Yusuf suggested that the curriculum could be updated with relevant materials to ensure students are well prepared to face professionals challenges. By aligning the content with real world demands, Brilliant English Course can help students gain practical skills and knowledge, making them more confident and capable in their future careers.

Kampung Inggris has been known to be a reference for gaining knowledge and improving skills in English. This is because English mastery is indeed influential for the success of the learning participants to access and obtain information related to English considering that in this increasingly modern era, the majority of information uses English. Therefore, the ability to utilize English must also be honed in everyday life due to its many advantages [11]. Incorporating external knowledge and insights into the curriculum development process is an essential strategy in Open Innovation (OI). Brilliant English Course can look outside its organization for innovation curriculum practices, global trends in language learning, and industry specific needs. For example, using insights from global business and academic institutions can guide Brilliant English Course to develop specialized courses in business english, english for technology, or english for children, all of which can cater to specific student needs. Educational institutions play a pivotal role in the past and future of social development, whereas curriculum imparts discipline rules and prepare students for the profession [12]. So, to stay relevant Brilliant English Course needs continuously update its curriculum. Traditional english lessons might not be enough in this generation, meanwhile students internal motivation comes from the students own will which is a reflection of their needs. Where students need practical language skills for specific purpose. Including more interactive learning materials such as videos, case studies, and industry specific lessons will make the more engaging and practical for students. This helps them connect what they learn in class with real life situations.

3. How can Brilliant English Course leverage external collaborations with universities, tech companies, and educational platforms to introduce innovative ideas and technologies that enhance its teaching methods and service offerings?

Informan 1 : Eee.. sebenarnya kalo Brilliant English Course bisa berkolaborasi dengan university atau universitas, perusahaan teknologi, atau bahkan platform pendidikan untuk memperkenalkan metode pengajaran yang lebih inovatif. Eee.. Kolaborasi ini akan membawa ide-ide segar, teknologi baru, dan bahkan materi pembelajaran yang lebih relevan dengan kebutuhan global, eee...serta memberikan kesempatan kepada semua siswa untuk belajar dari para ahli di

bidangnya masing-masing.

Mr.Dimas proposed that Brilliant English Course could collaborate with universities, tech companies, or educational platforms to introduce more innovative teaching methods. Such collaborations would bring fresh idea, new technologies, and learning materials that are more relevant to global needs. Additionally, this partnership could offer students the opportunity to learn from experts in their fields. Their learning experience and developing their perspective.

Informan 2 : *'hmmm...dengan bekerja sama layaknya jasa pemberangkatan tenaga kerja Indonesia (TKI) atau Tenaga Kerja Wanita (TKW), Brilliant English Course bisa mendapatkan akses ke alat dan metode pengajaran baru yang memperkaya pengalaman belajar siswa dan meningkatkan kualitas layanan tersebut'.*

Mr.Reza recommended that by collaborating with administrations that help with arrangement of Indonesian transient specialists (TKI) or female transient specialists (TKW), Brilliant English Course may once more get to unused devices and instructing strategies. This collaboration would improve the learning involvement for understudies and improve the quality of administrations advertised by institution. Furthermore, it seem give understudies with custom-made dialect aptitudes that are straightforwardly pertinent to their proficient needs, particularly in worldwide work situations.

Informan 3 : *Kolaborasi dengan Perusahaan asing tiga Perusahaan ya yang di maksud yang ada di Indonesia dapat membawa metode dan alat baru yang memperkaya pengalaman belajar siswa.*

Mr.Yusuf mentioned that collaborating with foreign companies based in indonesia could bring new methods and tools that would enrich the learning experience for students. This partnerships could provide students with access to cutting edge technologies and practices, enhancing their skills and preparing them for the global job market.

Another angle of Open Development is collaborating with outside specialists to improve benefit offerings. Brilliant English Course might consolidate open source learning materials from industry specialists or scholarly stages to improve its educational modules. By utilizing materials that are open and openly accessible, Brilliant English Course can lower operational costs and give tall quality substance without bringing about overwhelming costs. Through collaborations with industry pioneers, Brilliant English Course can too customizes preparing programs for companies and experts. These organizations would permit Brilliant English Course to create courses that meet the dialect needs particular businesses, such as therapeutic english, financial english, agriculturist english, corporate communication or tourism english. Open advancement (OI) too stresses the significance of custmer driven advancement tuning in to the client needs and utilizing to make enhance arrangements. Brilliant Englis Course seem assemble persistent criticism from understudies, which would permit them to refine their courses and alter educating strategies to meet the particular requests or learners. This iterative approach guarantees that. This kind of collaboration is a prime example of how open innovation can benefit ar organization by tapping into external expertise and providing more value to student [3].

4. How can Brilliant English Course adopt open innovation marketing practices, such as

utilizing user generated content and enganging external influencers, to stregthen its brand and attract a broder audience?

Informan 1 : *Eee.. sebenarnya untuk memperluas jangkauan dan menarik perhatian lebih banyak orang, Brilliant English Course itu biasa dan bisa memanfaatkan konten yang dibuat oleh siswa, seperti testimoni atau video ketika pembelajaran dan mereka buat sendiri. Selain itu, bekerja sama dengan influencer atau orang-orang yang sudah dikenal di dunia pendidikan bisa membantu sekali memperkuat merek dan membuatnya lebih dikenal oleh audiens yang lebih luas lagi bukan hanya di daerah jawa.*

Mr.Dimas recommended that to extend its reach and pull in more consideration, Brilliant English Course may use substance made by understudies, such as tributes or instructive recordings they deliver. Furthermore, joining forces with influencers or well-known figures within the instruction division may offer assistance stregthen the brand and make it more recognizable to a broader group of onlookers. This approach would not as it were exhibit the victory of current understudies but too upgrade the intitution's credibility and perceivability within the competitive instruction advertise.

Informan 2 : *'hmmm...bisa Brilliant English Course memanfaatkan konten dari siswa dan bekerja sama dengan influencer untuk memperkenalkan kursusnya ke audiens lebih luas, serta memperkuat brand dengan cara yang lebih organik dan autentik ya gitu sih mbak kira-kira'.*

Mr.Reza recommended that Brilliant English Course may take advantae of substance made by understudies and collaborate with influencers to present the course to a more extensive group of onlookers. This technique would offer assistance stregthen the brand in a more natural and true way, because it would depend on honest to goodness tributes and genuine encounters from understudies, making it more relatable and trustworthy.

Informan 3 : *Eee...Memperbarui ini sih konten sih dengan hal yang sedang trend atau yang lagi viral saat ini sih miss*

Mr.Yusuf emphasized the significance of upgrading substance to incorporate current patterns. By intergrating subject and materials that are important and prevalent at the minute, Brilliant English Course can keep understudies locked in and guarantee the educational modules remains new and adjusted with worldwide advancements. This approach can moreover draw in a more extensive group of onlookers who are inquisitive about learning almost the most recent patterns and applying them in genuine world settings.

Informan 4 : *Kalo dari segi pembelajaran ya? Untuk ketertarikan pembelajaran di Brilliant sendiri speaking dan pronunciation, para tutor tuh biasanya memberikan tugas video ee..kaya recreate ,ee.. dubbing, ee.. nge-rap, dan masih banyak gitu, ee..tugas-tugas lainnya dan video kan nanti anak-anak disuruh bikin video gitu yah, selain sebagai penilaian tapi kita gunakan eee..dan dipake sebagai absen kalo di Brilliant sendiri yah, jadi video yang dikirimkan digunakan sebagai absen dan sebagai konten ini tuh lebih kaya apa ngasih keyakinan jadi kita tuh kaya ngasih kepada calon member mau join gitu ya jadi kaya menampilkan kaya ini nih report pembelajaran di Brilliant seperti ini*

lewat kaya media sosial jadi tuh kek lebih sekaligus marketing gitu loh miss yah..

Ms.Moa suggested At Brilliant English Course, speaking and pronunciation skills are taught in an engaging and practical way. Tutors often assign creative video tasks to students, such as recreating scenes from movies, dubbing characters, performing rap songs, and other fun activities. These assignments allow student to practice their speaking and pronunciation in a dynamic, real-world context while also building their confidence in using English. What makes these tasks even more impactful is their dual purpose. Not only do they serve as an effective method for evaluating students' progress, but they also become valuable promotional content for the course. By sharing these videos on social media or other platforms, Brilliant English Course highlights the creativity and achievements of its students. This approach gives prospective members a clear, relatable glimpse into the learning experience, inspiring them to join the program. This strategy not only reinforces the quality of education provided but also creates a sense of community and excitement around learning English. It's a perfect example of how Brilliant English Course combines innovation and practicality to deliver excellent results for its students.

5. How can Brilliant English Course can stay competitive in today's digital marketing landscape?

Informan 4 : *Kalo mengenai itu yah kalo di Brilliant sendiri eee..kita tetap kompetitif dengan mengadops kayai teknologi dan tren baru, seperti kecerdasan, analitik data, dan otomatisasi. Selain itu, fokus pada personalisasi, trus memberikan pengalaman kepada member yang berkesan, dan menjaga kehadiran aktif di media sosial jadi memang untuk media sosial sebelum Ms Moa jelaskan sangat penting, karena dijaman sekarang apapun lewat media sosial dan memantau pesaing secara teratur dan terus-menerus mengembangkan pendekatan dan juga dapat memberikan keunggulan seperti itu.*

Ms.Moa from Brilliant English Course guarantees the organization remain competitive by grasping modern innovations and patterns, such as fake insights, information analytics, and computerization. These headways empower the course to refine its forms and give a more custom-made encounter for its individuals. In expansion to leveraging innovation, Brilliant English Course centers on personalization, conveying paramount and impactful learning encounters that reverberate with each student's one of a kind needs and objectives. Keeping up an dynamic nearness on social media is additionally a need, guaranteeing reliable engagement with current and potential individuals whereas exhibiting the course's energetic approach. Frequently checking competitors and persistently advancing procedures encourage reinforces Brilliant English Course's position within the showcase. This proactive approach permits the organization to adjust to changes, address challenges successfully, and keep up a critical competitive edge. Open development (OI) moreover stresses the significance of customer driven innovation listening to the client needs and utilizing to make enhance arrangements. Brilliant English Course seem accumulate nonstop criticism from understudies, which would permit them to refine their courses and alter instructing strategies to meet the particular requests or learners.

This iterative approach guarantees that Brilliant English Course's services stay relevant to student envolving needs preferences. Critical in the case of passive customers with process configurability that can provide customized or personalized products and service [13]. Brilliant English Course could also look at open business models as a part of its growth strategy. Business can open up their innovation processes not only in terms of product development but also in their business models. Brilliant English Course can create franchise opportunities or partner with international schools to expand its reach beyond local markets. By using an open business model, Brilliant English Course can share its successful teaching methods with other intitutions and generate new revenue streams [3].

6. How can customer feedback be used to improve a marketing strategy of Brilliant English Course? I

informan 4 : *Nah mengenai feedback yah, jadi ini pertanyaannya nyambung ya, jadi feedback itu memang penting dari member sendiri sangat-sangat membantu Brilliant English Course ini memahami kebutuhan dan kita juga nih tau harapan siswa serta orang tua itu seperti apa kepada Brilliant. Dengan mendengarkan masukan, Brilliant English Course sendiri kita dapat kaya tau nih apa yang harus kita perbaiki saran-saran dari customer terus eee.. dan kita juga menonjolkan keunggulan khursus jadi selain dari kritikan biasanya nih anak-anak eee.. apa namanya pengalaman seru belajar di Brilliant jadi semacam kaya buat kritik berikut apa namanya kritikan berikut dengan feedback baiknya di Brilliant seperti apa dan juga sebagai marketing juga kanyah, jadi feedbacknya selalu nyambung pasti kesitu.*

Agreeing to Ms.Moa, input from individuals is basic for Brilliant English Course to really get it what understudies and guardians require and anticipate. By tuning in carefully to their input, the course can make significant advancements to how it communicates its esteem, emphasizing standout highlights like personalized instructing strategies and adaptable planning that cater to distinctive lifestyles. This input too opens up openings to form a more grounded association with individuals. For occasion, Brilliant English Course can present dependability programs or make intelligently and locks in social media substance that reverberates with its gathering of people. By acting on what individuals share, the course not as it were fortifies its bond with existing understudies but too motivates certainty in potential individuals, appearing that their voices matter and their encounters are at the heart of what the course offers.

Another way Brilliant English Course can utilize Open Advancement (OI) is through its showcasing methodology. By locks in with understudies and the more extensive community by means of social media, Brilliant English Course can co-create substance, accumulate criticism, QnA, every day upgrade, and cultivate a relationship with potential understudies. Open development in showcasing centers on including outside partners like influencers, understudy tributes, and peer audits to assist spread the word and construct the brand. Brilliant English Course could empower understudies to make client produced substance (UGC), which has demonstrated to be compelling in expanding engagement and pulling in unused clients. By sharing their experiences through blogs, video testimonials, or social media posts, students can serve as Brand Ambassadors (BA), which helps create a more authentic connection with

prospective students [14]. Brilliant English Course might coordinate supportability into its operations by embracing green activities in its commerce show. Open Advancement (OI) hypothesis proposes that organizations ought to take a more all encompassing approach and see past fair benefits to incorporate social and environmental objectives. By offering digital textbooks, reducing paper waste, and promoting eco friendly practices, Brilliant English Course could attract socially conscious students and create a strong brand image as a responsible education institution [15].

4. Conclusion

Brilliant English Course has demonstrated a solid commitment to upgrading its administrations and growing its reach through imaginative techniques and present day mechanical integration. By investigating apparatuses such as AI driven learning stages and online administration frameworks, the educate points to promote the learning involvement and increment understudy engagement. Furthermore, the activity to adjust educational programs to meet advancing requests, centering on specialized areas like commerce english, english for innovation, and english for neighborliness, highlights its exertion to stay significant and responsive to industry needs. The bits of knowledge from this investigate give important direction for both instructive teach and professionals. For Brilliant English Course, applying these procedures seem lead to noteworthy changes in educating strategies, understudy engagement, and operational proficiency.

This approach moreover sets an case for how dialect educate can improve and stay competitive. What makes this ponder one of a kind is its accentuation on utilizing Open Development (OI) to address both the instructive and trade needs a advanced learning institution. Brilliant English Course has demonstrated a strong commitment to enhancing its services and expanding its reach through innovative strategies and modern technological integration. By exploring tools such as AI driven learning platforms and online management systems, the institutions aims to elevate the learning experience and increase student engagement. Furthermore, the initiative to adapt curriculum to meet evolving demands, focusing on specialized fields like business english, english for technology, and english for hospitality, highlights its effort to remain relevant and responsive to industry needs. However, there are limitations to consider. This research primarily focuses on ideas and strategies without directly testing their outcomes. Future studies could explore how these approaches work in practice, measuring their impact on student performance and satisfaction. Additionally, expanding the scope to understand how Open Innovation (OI) can support education in underserved or rural communities could open new opportunities for inclusive learning.

This study is limited by its focus on internal observations and feedback from current students. Broader research curriculum development, feedback students, marketing strategy, comparative analysis with other language institutions could provide a more understanding of the challenge and opportunities faced by Brilliant English Course. Future research could explore the impact of integrating AI driven tools on student performance, the effectiveness of partnerships with tech companies, and the scalability of tailored curriculum for specific

industries. Additionally, examining the long-term outcomes of students career growth post-training could offer valuable insights for curriculum refinement and service improvement.

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