The Effectiveness of Promoting Tennis School Training Services Towards Consumer Interest in Tennis in Indonesia

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Abstract

Tennis School is a tennis training service aimed at increasing the popularity of tennis. One of the problems faced by the company is ineffective promotions. This study aims to find the effective promotion strategy for Tennis School. This research is a qualitative research with semi-structured interview as data collection method. Purposive sampling is used to select research informants. The result of this study indicates that in order to attract attention, generate interest, or trigger the desire and action of the consumers, the company can use professional or famous coaches, expand the consumer's knowledge, provide feedback, show the advantages of training through the coaches' knowledge and integrity, and offer free trials to new consumers. Additionally, the company's promotions should focus on the tennis communities, because tennis is a community-oriented sport.

Keywords: attention, interest, desire, action, community

1. Introduction

Tennis is one of the sport that suffers from the declining rate of popularity especially in Indonesia. This condition is linked with the low amount of practice of this sport, in order to boost the popularity of tennis (Topend Sport, 2012). A research was started to measure the effectiveness of promotion of tennis school to increase tennis popularity in Indonesia.

The AIDA formula is a tool used to measure the effectiveness of a promotion towards an interest. Ideally a promotion must draw attention, spark interest, drive desire, and trigger action according to a research conducted by Johar, et al. (2015). A good promotion must be able to spark interest to the object they are promoting for the customers to buy or to use their services that is being offered in the promotion media.

Promotional teams innovate in the field using brochures, banners, and proposals to certain residential area to ask for permission to put promotional apparatus and exhibit at their residential area. These means are taken in the hope to increase the number of students into the tennis school, but in reality, the number of students who enrolled are still low. The promotions take form showing videos of the students do in training, when they are in an exhibition. This method of promoting did draw a few attentions, sparks a few interests, and desires from the parents to enroll their children to the school. This can be seen by their action of asking for details of the program. According to the research conducted by Baena (2016) the desire to buy is triggered after the process of alternative evaluation and during the evaluation process (including the AIDA Formula), someone will make a set of decision whether to buy a product or use their services based on their brand and interest.

A few assessments are needed to recognize what is the best way to promote so that the consumers are interested to the promotion and is willing to enroll their children into the training program. The promotional team is also experiencing difficulties in developing an enthusiasm of the customer in playing tennis. There are a few customers generated by the act of promotion done by the promotional team, but none of the customers stay in the training program for a significant amount of time, averagely they only lasted 1 to 2 months. Because of these conditions, the researcher is interested to conduct a research with the title of “The effectivness of promoting tennis school training services towards consumer interest in tennis in Indonesia”.

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