

IMPLEMENTASI STRATEGI SMP ABC DALAM MELAMPUI PENCAPAIAN TARGET PENERIMAAN SISWA BARU PADA MASA PANDEMI (STUDI KASUS 7S MCKINSEY)

ABSTRAK

Abstract: The purpose of this study is to reveal the implementation of the strategy carried out on the phenomenon of achieving the target of new student admissions during the Covid -19 pandemic. A case study qualitative approach with 7S McKinsey was used in this study. Triangulation of in-depth interviews, observations and literature studies were used to reveal phenomena. All elements of 7S McKinsey have been implemented well self-taught, this can be seen in each element of 7S McKinsey as well as consumer post-purchase evaluations. Implementation of management strategies and marketing strategies can make organizations achieve their targets and remain competitive despite facing very difficult conditions due to the pandemic and changes in consumer behavior. The results of the study show that management strategy and marketing strategy are clearly more visible than the implementation of structure, system, shared values, style, staff and skills. The impact of the implementation of all McKinsey elements is fulfilled then there are things that are felt by consumers, namely consumer behavior through re-purchase evaluations which are given positively because SMP ABC can implement the PSB strategy well. Further research can be conducted to deepen and broaden the findings.

Keywords: implement, strategy, covid-19, McKinsey, school, consumer behaviour

Abstrak: Penelitian ini bertujuan untuk mengungkapkan implementasi strategi yang dilakukan SMP ABC atas fenomena pencapaian target penerimaan siswa baru pada saat pandemi Covid-19. Pendekatan kualitatif studi kasus dengan 7S McKinsey digunakan dalam penelitian ini. Triangulasi atas interview mendalam, observasi dan studi literatur digunakan untuk mengungkap fenomena. Seluruh elemen 7S McKinsey telah diimplementasikan secara otodidak dengan baik hal, tersebut dapat dilihat pada masing-masing elemen 7S McKinsey serta evaluasi pasca pembelian konsumen. Implementasi strategi manajemen dan strategi marketing dapat membuat organisasi mencapai target dan tetap kompetitif meskipun menghadapi kondisi yang sangat sulit karena pandemi serta terjadinya perubahan perilaku konsumen. Hasil penelitian terlihat bahwa strategi manajemen dan marketing strategi jelas lebih terlihat dibandingkan implemetasi stucture, system, shared value, style, staff dan skills. Dampak dari implementasi dari semua elemen McKinsey terpenuhi maka ada hal yang dirasakan oleh konsumen yaitu consumer behaviour melalui re-purchase evaluation yang diberikan secara positif karena SMP ABC dapat mengimplementasikan strategi PSB dengan baik. Penelitian lanjutan dapat dilakukan untuk memperdalam dan memperluas temuan.

Kata kunci: implementasi, strategi, covid-19, McKinsey, sekolah, perilaku konsumen