

ABSTRACT

Education in Indonesia is a very important need for every child of the nation. Currently, the issue of education in schools and tertiary institutions is being intensively discussed and continuously updated in order to improve the quality of graduates. It is hoped that graduates will be ready to work according to the demands of the increasingly complex world of work along with technological developments.

This research is a descriptive quantitative research. The data sources in this study are the owners or managers of the Indonesian Guidance Room and the results of observations of the activities. Data collection techniques used in this study were interviews, observation, and documentation. The data analysis technique in this study is an inductive qualitative analysis, namely a data analysis based on the data obtained, then a certain relationship pattern is developed. The steps that must be followed in this data analysis are data reduction, data display, and conclusion drawing or verification.

The results of this research are that to spread brand awareness in tutoring services ranging from elementary schools to universities, they must win the hearts of people who are pursuing education. By marketing services offline, such as distributing brochures and posters at schools and universities, it will be easier for students or parents and students who receive or see the brochures and posters to remember them. The marketing education used can increase brand awareness of the Ruang Bimbingan Indonesia and get a positive response from the public, but it has not increased the selling value of the Ruang Bimbingan Indonesia.

Keyword: Marketing education, brand awareness, digital marketing.