



Comparison of Ruang Guru and Primagama Promotion Strategies in Attracting Consumers

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ABSTRACT

Promotional strategies are an important element in attracting consumer interest, especially in the education service sector such as tutoring institutions. This study aims to see and compare the promotion methods used by Ruangguru and Primagama. The main focus is on the type of promotional content, the communication style, the target market, and how effective the promotion is in attracting the attention of potential consumers. This study uses a descriptive qualitative method, with data collected through social media observations, interviews, and literature studies. The results of the study show that Ruangguru excels in using interactive digital promotions, such as the Clash of Champions program that is viral on social media and a delivery style that is suitable for the younger generation (Gen Z). Meanwhile, Primagama still relies on conventional promotional methods, such as distributing brochures, collaborating with schools, and direct promotion at branches. The AIDA method was used to analyze the effectiveness of promotions, and the results showed that Ruangguru excelled at all stages, while Primagama was stronger at the Passion and Action stages. This difference in approach shows that each institution has its own way of understanding the market and the needs of its consumers.

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1. Introduction

Promotional strategies are an important part of trying to introduce and offer products and services to potential consumers. In today's all-digital era, technological advances and the rapid use of social media have also affected the way businesses communicate with their consumers, including in the field of educational services such as tutoring institutions. These developments encourage tutoring institutions to adapt their marketing methods to keep pace with market needs and reach the right target audience. With relevant and targeted strategies, educational institutions can build a strong image, reach a wider audience, and increase competitiveness in the midst of increasingly competitive industry competition.

Ruangguru, as one of the technology-based learning platforms, is known to actively use social media and other digital channels to reach its users. One of its standout promotional

programs is *Clash of Champions*, an academic competition packaged to resemble the South Korean reality show "University War". This program is an interesting form of content strategy because it is not only educational, but also entertaining and able to attract the attention of the audience, especially teenagers. Promotional activities are carried out through various digital platforms such as YouTube, TikTok, Instagram, and the official Ruangguru website, in a relaxed way of delivery and in accordance with the communication style of young people. Through cinematic videos and short clips that follow digital trends, such as the use of viral audio and interactive texts, Ruangguru builds an emotional closeness with its followers while strengthening its image as a modern, flexible, and inspiring learning platform (Assalamah, 2024; Muslikhin et al., 2021; Al Azis, 2021).

Meanwhile, Primagama, a tutoring institution with more than twenty years of experience, still relies on conventional promotional methods, such as distributing brochures, installing banners, collaborating with schools, and holding direct activities at its branch locations. However, in recent years, Primagama has started to utilize digital platforms such as Instagram, YouTube, and official websites to reach consumers. Although these efforts show a shift towards digital marketing, the intensity and engagement level are not on par with the approach taken by Ruangguru. This transition to digital marketing aligns with Aulia (2023), who discusses the growing effectiveness of digital marketing over conventional methods. Digital platforms offer higher engagement opportunities and allow companies to directly interact with their target audience, which is something conventional marketing often lacks. Primagama's limited engagement with digital tools illustrates a common challenge faced by traditional organizations, as they often continue to prioritize tried-and-true methods, despite the increasing popularity and effectiveness of digital strategies. Furthermore, Arunprakash, Kanna, and Raj (2021) emphasize that digital marketing strategies are becoming essential for companies to remain competitive and ensure more dynamic interactions with their customers. Imanova (2022) also highlights that digital marketing, with its ability to reach broader audiences and measure engagement more precisely, is significantly more effective in today's market compared to traditional marketing models.

Based on initial observations and the results of a literature review, it can be seen that there is a difference in the promotional approach between the two institutions in attracting consumer attention. In this case, marketing theory is important to study in depth. The AIDA (*Attention, Interest, Desire, Action*) model is used to analyze the stages of promotion implemented by each institution in influencing consumer interest. In addition, the STP (*Segmentation, Targeting, Positioning*) theory is used to find out how the two institutions determine the target market and shape the brand's position in the eyes of consumers. According to Kotler, Keller, and Chernev (2022), an effective STP strategy must start from a strong understanding of consumer behavior and market needs so that the promotional content delivered is biased according to the character of the intended audience.

It is also important to pay attention to the psychological aspect of the consumer in responding to promotions. Ajzen (1991) through *the Theory of Planned Behavior (TPB)* explained that the intention of consumer behavior is influenced by attitudes towards behavior, subjective norms, and perceived behavioral control. This is supported by research by Falah and Azizah (2023) which found that the effectiveness of digital promotion on educational platforms is determined by a combination of students' positive perceptions of the platform, the social influence of peers, and the perception of ease of access. Meanwhile, a study by Hutapea and Yusuf (2022) shows that conventional promotions have the power to build emotional trust directly, especially in consumers in suburban areas who are not yet fully digitally literate. These findings indicate that the effectiveness of promotional strategies depends not only on the medium and its content, but also on the psychological perception of consumers that has not been discussed much in previous studies.

In addition to the AIDA model and the STP approach that have been used in analyzing the effectiveness of promotional strategies, this study also considers the Theory of Planned Behavior (TPB) developed by Ajzen (1991) as an additional theoretical framework to understand the psychological processes behind consumer decisions. TPB explains that a person's intention to take an action—in this context, choosing tutoring services—is influenced by three main factors: attitude, i.e. the extent to which individuals assess a choice positively or negatively; subjective norms, which are perceptions of social pressure from the environment such as peers, parents, or teachers; and perceived behavioral control, which is an individual's belief in his or her ability to access and utilize the service.

By including TPB, promotional analysis can be extended not only to aspects of communication and content, but also to how promotions shape consumer intentions and beliefs internally. This theory is important because it provides an additional explanation for why certain promotional strategies (e.g., Ruangguru's digital promotions) are more effective in certain groups, such as Gen Z, than Primagama's conventional approach that tends to rely on direct communication. The integration of TPB also opens up space for further research with a quantitative approach to measure the relationship between promotional strategies and consumer psychological variables.

In addition, *the promotional mix* is a reference in looking at the types of promotional media used, both digital (*online advertising, social media marketing, public relations*) and conventional (*personal selling, print advertising*). This approach demonstrates the principle of *Integrated Marketing Communication*, which is the use of multiple mutually supportive promotional channels to convey a clear and consistent message (Belch & Belch, 2023). The use of *social media marketing* is also an important part of assessing the effectiveness of digital promotions in building audience interaction and engagement with each brand.

Several previous studies have also emphasized that the right marketing communication strategy is highly influential in increasing the attractiveness of technology-based educational institutions. Studies by Putri et al. (2025), Firmansyah (2023), and Astagini et al. (2023) concluded that a combination of educational content and communication styles tailored to the characteristics of the target audience can significantly increase user loyalty and interest.

This study aims to analyze and compare the promotional strategies carried out by Ruangguru and Primagama in attracting consumer interest, focusing on the type of content presented, promotional communication style, targeted audience segmentation, and audience response to the promotional strategy. The method used was qualitative descriptive with data collection through digital media observations, literature studies, and interviews, which were analyzed using the Miles and Huberman model to gain an in-depth understanding. The results of this study are expected to provide an overview of the effectiveness of each promotion strategy in the context of tutoring institutions, as well as a reference for the development of marketing strategies for more targeted educational services.

Based on this description, this study focuses on identifying the factors that influence the success of promotional strategies implemented by each tutoring institution, as well as evaluating the effectiveness of both digital and conventional promotional strategies in generating audience appeal and response.

2. Methodology

2.1 Types of Research

This study uses a descriptive qualitative approach. This approach was chosen because it is suitable for describing and analyzing promotional strategies carried out by two tutoring institutions, namely Ruangguru and Primagama in attracting consumer interest through digital and conventional media.

2.2 Research Time and Place

This research was conducted from May to June 2025 online through observations of social media, official websites, and digital platforms owned by Ruangguru and Primagama, as well as interviews conducted online with relevant sources from the two institutions.

2.3 Subjects and Objects of Research

The courses in this study are internal parties of two tutoring institutions, namely:

- 1 (one) Marketing Staff from Primagama
- 1 (one) Brand Marketing Strategy Manager from Ruangguru

The research objects include promotional strategies implemented by each institution, focusing on:

- 1) Types of promotional content used
- 2) Promotional communication style
- 3) Audiens target
- 4) Audience response or interaction to a promotion

2.4 Data Collection Techniques

The data collection technique is carried out by two methods:

- 1) Non-participant observations, namely researchers observed the promotional activities of the two institutions through social media such as Instagram, TikTok, YouTube, and official websites.
- 2) Semi-structured interviews were conducted with informants from both institutions. The informant was chosen *deliberately* because he had a strategic position in the management of the institution's promotion.
- 3) Literature studies include data collection and literature analysis from scientific journals, articles, theses, online news, and other reliable sources to enrich theoretical discussions.

2.5 Analytical Techniques

The data analysis technique in this study refers to the data analysis model according to Miles and Huberman (1994), which includes three stages:

- a. Data reduction: selecting and simplifying data from interviews, observations, and literature to focus on information relevant to the formulation of the problem.
- b. Data presentation: compiling information in descriptive, narrative, and thematic forms to facilitate understanding of findings.
- c. Draw conclusions and verification: deduce the data that has been analyzed and verify the findings by comparing the results of observations with theories and opinions of sources.

To maintain the validity and validity of the data, this study uses source triangulation techniques and triangulation methods, namely by comparing the results of observations with interviews and literature sources. The researcher also confirmed the data (*member checking*) with the resource person to ensure the accuracy of the information conveyed.

3. Results and Discussion

3.1 General Observations

The promotional strategies carried out by Ruangguru and Primagama show that there are various ways to approach potential consumers. Ruangguru stands out for its intensive digital marketing approach, using various social media such as Instagram, TikTok, YouTube, and its official website. The content displayed is innovatively arranged, supported by a relaxed communication style and in accordance with the characteristics of today's young generation.

One of their flagship promotional programs, *Clash of Champions*, has managed to become an educational and entertaining promotional media with the concept of a reality show for academic competitions, and is quite viral on various digital platforms (Assalamah, 2024).

On the other hand, Primagama focuses more on conventional promotional strategies such as distributing brochures, putting up banners, and collaborating with schools. Although they have started using social media such as Instagram and YouTube, their engagement is not as active as Ruangguru's. Based on STP theory, Ruangguru seems to target the younger generation segment, who are familiar with technology and oriented towards academic achievement, while Primagama maintains its image as a guidance institution that prioritizes a direct and personal approach. The choice of this strategy is in line with the views of Kotler, Keller, and Chernev (2022), who argue that understanding the market and positioning the brand appropriately is key to success in marketing. As Adzimaturrehman, Lisnawati, and Wibowo (2020) further support, leveraging social media to engage with customers is crucial in modern marketing strategies, particularly in building strong customer relationships and loyalty. Their research emphasizes the importance of brand engagement through platforms like Instagram, where active and consistent communication helps maintain a brand's relevance and trustworthiness. This aligns with Ruangguru's approach, which heavily integrates social media to foster engagement with its tech-savvy audience, ensuring the brand resonates well with the younger, achievement-driven demographic.

Instagram



Figure 1. Instagram

On the Instagram platform, Ruangguru not only features eye-catching visuals and contemporary designs, but also leverages various interactive features such as polls, giveaways, and captions that encourage audiences to be actively engaged. This approach is in line with the

concept of interactive marketing communication, where two-way relationships are an important element in building consumer loyalty (Kotler & Keller, 2020). On the contrary, Primagama focuses more on presenting information in one direction through uploads in the form of announcements and learning motivation messages, without building much interaction with its audience.

YouTube

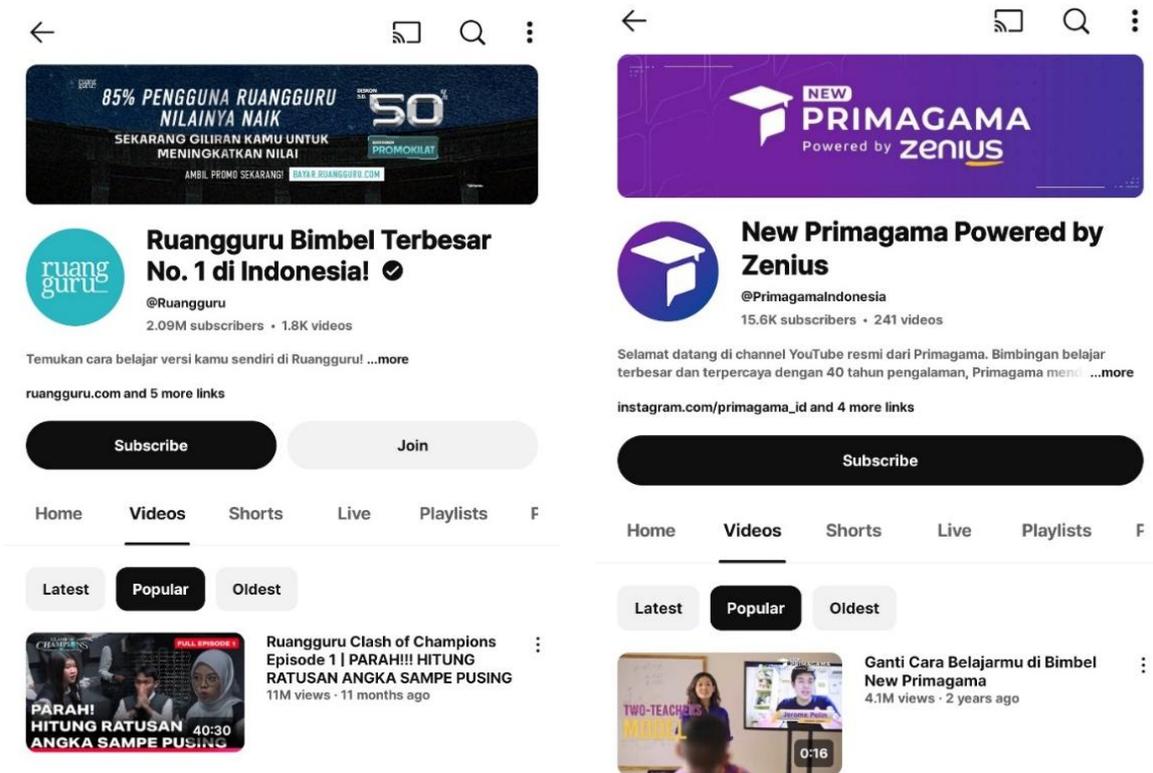


Figure 2. Youtube

3.2 Factors Influencing Success

The success of Ruangguru's promotional strategy is influenced by internal strengths, including content quality, influencer utilization, and a strong brand image. One of the key elements of their strategy is the use of Brand Ambassadors who actively shape the public's positive perception of the platform. Ruangguru's campaigns are generally delivered through a strong visual and emotional approach, ensuring that they create high engagement from the audience. This approach is particularly effective for Gen Z, who are more responsive to visual, inspiring, and communicative content on social media. As Agustin (2020) observes, the effective use of digital-based educational technology, which includes leveraging brand ambassadors and visual content on social media platforms, significantly increases student engagement and interest. This aligns with Ruangguru's strategy to not only engage users but to also inspire and maintain their interest through content that resonates with their expectations and learning goals. The strong emotional appeal combined with visual engagement strategies enhances the platform's effectiveness, especially in a digital learning environment where students increasingly value interactive and visual content. By combining educational and entertainment content (edutainment), Ruangguru is able to build an image as a modern education platform. As explained by Ruangguru's Brand Marketing Strategy Manager in an interview:

"We built a choice of edutainment approach because our target is Gen Z who are more responsive to visual and inspirational content on social media."

Meanwhile, Primagama emphasized external factors as the key to the success of its promotion strategy. Strategic collaborations with partner schools as well as partnerships with Zenius Education are key steps in expanding the reach and credibility of their services. In addition, Primagama distinguishes programs that are tailored to the characteristics and needs of students in the suburbs, who tend to have limited access to digital media. This strategy is considered effective because it strengthens the personal approach that has been Primagama's strength. Primagama Marketing staff stated:

"We build trust through direct communication with students and parents, and that cannot be replaced by social media."

3.3 Audience Effectiveness and Response

The effectiveness of Ruangguru's digital promotion is reflected in its wide reach, high interaction, and efficient promotional costs. This is in line with the opinion of Strauss and Frost (2021), who emphasize that a successful e-marketing strategy must be able to create audience engagement through relevant content and the right digital platforms. Platforms like TikTok and Instagram Reels are used to spread informative and entertaining pieces of Clash of Champions videos. This is in line with AIDA's theory, where Ruangguru's promotion has succeeded in attracting attention and encouraging audience action. They manage to capture attention with dynamic visuals, build interest with the stories of Clash of Champions participants, foster desire through inspirational content and testimonials, and live action with direct invitations through the registration link.

Ruangguru's Brand Marketing Strategy Manager said:

"Engagement increased dramatically when we launched Clash of Champions. Short videos reach millions of users in a matter of days."

On the other hand, Primagama conventional promotions are more effective in reaching consumers in areas with limited digital access. Primagama promotion is more dominant at the Passion and Action stage with direct interaction through brochures and events at school creating strong personal relationships. This is in line with the principle of face-to-face marketing in traditional communication approaches which are considered to be able to build higher trust in a short time. The following table summarizes the differences in promotional strategies carried out by the two institutions in Table 1:

Table 1. Summarizes the Differences in Promotional Strategies

Aspects	Spacecraft	Primagama
Promotional Media	Digital (TikTok, Instagram, YouTube, Website)	Conventional Digital + Lightweight
Communication Style	Relaxed, familiar, educational	Formal, Motivational, Educational
Featured Content	<i>Clash of Champions</i> , Testimonials, Educontent	Branch activities, learning motivation, brochures
Target Audiens	Gen Z (<i>digital native</i>)	Suburban students/emotionally loyal consumers
Response to the Audience	High involvement, high vitality	Professional impact & emotional relationships
Effectiveness	Fast, economical, viral	Personalized, build trust

When analyzed through the AIDA framework, Ruangguru's promotion managed to attract attention through Clash of Champions content visuals, arouse interest through the inspirational

narratives of the finalists, create desire through prestigious testimonials, and drive action through direct registration links. On the other hand, Primagama is more dominant in the stages of Desire and Action through a face-to-face approach. This process aligns with the AIDA model, which emphasizes the sequential steps of Attention, Interest, Desire, and Action in marketing communications (Chakrabarty, P., 2023).

The findings in this study are in line with the results of the research of Putri et al. (2025) which stated that *the Clash of Champions program* increases interest in learning and attraction to Ruangguru through an edutainment approach that is in accordance with the preferences of Gen Z. This is also strengthened by Assalamah (2024) who highlights that Ruangguru's viral marketing strategy has succeeded in creating high engagement. Meanwhile, the findings of the effectiveness of Primoagama face-to-face promotion are in line with the results of Rianti's (2022) research which emphasizes that emotional relationships and direct communication with students and parents are the main forces in building trust.

When analyzed through the AIDA framework, Ruangguru's promotion effectively captured attention with the *Clash of Champions* content visuals, arousing interest through the finalists' inspirational stories, and creating desire through prestigious testimonials. The campaign then drove action through direct registration links, encouraging immediate participation. Nugraha, Pinandito, and Putri (2025) emphasize how visual content and compelling narratives play a crucial role in shaping audiences' interest in educational services, demonstrating that combining entertainment with education can significantly boost engagement. This concept aligns with the modern trend of commodifying educational content to make it more appealing to a broader audience (Tomlinson & Watermeyer, 2022).

On the other hand, Primagama excels in the *Desire* and *Action* stages by utilizing face-to-face interactions, which foster a more personal connection with the audience. By offering tailored consultations and guidance, Primagama helps facilitate immediate registration decisions. This approach enhances trust and encourages action, aligning with Istiati and Muflichah's (2025) findings on the effectiveness of direct engagement in reinforcing desire and prompting immediate consumer action. Moreover, Alam (2023) discusses how the commodification of education, particularly through face-to-face engagements, emphasizes the need to market educational services in a way that meets both local and global expectations, further supporting Primagama's strategy.

In light of the increasing marketization of education, Tomlinson and Watermeyer (2022) explore the rise of credentialism and how educational institutions, such as Ruangguru, commodify learning to remain competitive. By blending entertainment and educational value, these institutions craft a product that appeals to the mass market, positioning themselves as key players in the educational services sector. Similarly, Alam (2023) highlights the importance of sustainability in education, noting how educational marketing strategies must adapt to the globalized nature of education while also maintaining social and economic value. Together, these perspectives underscore how both Ruangguru and Primagama leverage different stages of the AIDA framework to drive engagement, while also participating in the broader trend of commodification in educational marketing.

The findings in this study are in line with the results of the research of Putri et al. (2025) which stated that *the Clash of Champions program* increases interest in learning and attraction to Ruangguru through an edutainment approach that is in accordance with the preferences of Gen Z. This is also strengthened by Assalamah (2024) who highlights that Ruangguru's viral marketing strategy has succeeded in creating high engagement. Meanwhile, the findings of the effectiveness of Primoagama face-to-face promotion are in line with the results of Rianti's (2022) research which emphasizes that emotional relationships and direct communication with students and parents are the main forces in building trust.

In contrast to Firmansyah (2023) who focuses on the influence of user interface design in online education applications, this study shows that not only design, but also communication style and selection of promotional media are also the key to the success of marketing strategies. This study complements the study by Astagini et al. (2023) which discussed the effectiveness of social media in the promotion of higher education, by highlighting the importance of a combination of content, platforms, and communication approaches to the target audience.

4. Conclusion

Based on the results of observations, interviews, and analyses used at Ruangguru and Primagama tutoring institutions, it can be concluded that the promotion strategies of the two institutions have different approaches in attracting consumer interest, which is adjusted to the characteristics of their respective target audiences. Ruangguru is more successful in reaching the younger generation through creative and interactive digital marketing strategies, such as the use of social media (TikTok, Instagram, YouTube, and *the viral Clash of Champions program*), with a relaxed and emotional communication style. This strategy has proven to be successful in building engagement and strengthening brand image as a modern and adaptive learning platform.

On the other hand, Primagama is still consistent with conventional promotional methods, such as distributing brochures and collaborating with schools, as well as direct marketing activities in branch units. This approach is considered effective in reaching potential consumers who live in the suburbs, where access to digital media is still limited. Prima's advantage lies in the hands-on approach and emotional connection built through face-to-face meetings. The face-to-face interaction that is carried out not only serves as a means of conveying information, but also as a medium to foster trust between institutions and potential users. With this psychological approach, Primagama is considered to be able to create stronger student loyalty than just relying on digital.

Based on the AIDA model, Ruaguru's strategy shows excellence at all levels. This can be seen in its ability to grab attention through visual content that is engaging and relevant to digital trends, build interest through educational and inspirational narratives, create desire through evocative testimonials, and encourage action) with clear direct invitations through online platforms. Meanwhile, Primagama seems to be excelling in *the Desire* and *Action* stages, mainly through face-to-face promotions that focus on personal trust with the market. The success of the marketing strategies of these two agencies is influenced by a combination of internal and external strengths, as well as the ability to understand well the characteristics of the targeted audience. Understanding consumer behavior is key in determining the effectiveness of the promotional approach implemented by both institutions.

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