

Developing an Effective Marketing Strategy for Pop Up Class Business Products for Early Childhood

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Abstract

The purpose of this research is to develop effective business and marketing strategies for Pop Up Class business products for early childhood from the perspective of consumers and business owners. This study uses a qualitative approach through in-depth interviews and observations. The characteristics of the interviewees are consumers with children under the age of toddlers who have routinely attended classes similar to the Pop Up Class at least three times in the last three months. Meanwhile, the targeted business owners have experience of engaging in similar businesses for at least the past six months. Meanwhile, observations were made by researchers in various types of Pop Up Classes during the research period. This study found marketing strategies that are considered more effective in marketing Pop Up Class business products for early childhood. This strategy is expected to not only produce a product marketing strategy but also maintain the existence of Pop Up Class products amidst various other stimulation class offerings. The novelty of this research lies in the development of the latest strategy on how to market Pop Up Class products in the midst of competition for various types of stimulation classes for early childhood. Therefore, through this study, business owners can adopt the latest research on business and marketing strategies for Pop Up Class products and are expected to drive marketing and maintenance efforts of Pop Up Class products according to their segmentation and target market.

Keywords: Marketing Strategy, Pop Up Class, Early Age, Effectiveness

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INTRODUCTION

Parenting is currently a trend among young parents of the millennial to Z generation who have just become parents. Those who are new parents with one child or are having a second child who is toddler age, which is between 1-4 years old. The parenting style that develops with different varieties encourages the world of education to develop rapidly. This development has led to the dynamics of development in the industry in the field of education which provides many alternative options that parents can choose from. On the other hand, parenting styles affect the number of products that are circulating to support the parenting styles that are

developing at that time. In addition, in the current economic era, both parents have to work, so they have to leave their children at home with a caregiver, be entrusted to their parents, or be entrusted to a daycare they trust (BPS Indonesia, 2022). A study by Katadata (2018) showed that 2.67% of children did not live with their biological fathers and mothers, while 7.04% of children lived only with their biological mothers. This phenomenon implies that there is a segment of single parents who have limited time and need greater flexibility in choosing children's activities.

The encouragement of parents' awareness of the importance of parenting and education in the golden age is getting higher. Referring to the national Early Childhood Care Index (IPAUD), it shows a fairly consistent increasing trend. In 2023 it reached 54.31 then it is projected to be 55.06 in 2024, and continues to grow and is projected to reach 57.43 in 2029. Based on these data, there is a paradigm shift where early childhood education is no longer considered as an option or optional but an important form of investment for children's future. The more parents are aware of the more optimal options for them, the greater the potential opportunities for business strategies.

Many early childhood children are currently enrolled in school by their parents. Some parenting styles believe that sending children to school at the earliest possible age is a good thing and in accordance with the child's growth and development in the future. This encourages the growth of educational institutions, especially for early childhood in various forms, with their respective curricula or parenting styles. This development then became the cause of the emergence of various alternative choices that are usually taken by parents ranging from systems, curricula, types of schools, toy products, or other educational products that support their parenting style. One of them that is massive among parents is about the Pop Up Class product which is in great demand by new parents.

This study led to the phenomenon of Pop Up Class which is a short class for early childhood to get a means of stimulation, socialization, and learning with certain themes. Simoncini & Lasen (2021) in their study on Pop Up Class explained that this is a form of class or learning session that is temporary, flexible, and generally not included in the formal curriculum structure. These classes are typically held in response to specific needs, urgent situations, or specific trends that are relevant to participants in a limited period of time. Pop Up Classes have distinctive characteristics, including their temporary nature – which only lasts once or in several short meetings – as well as flexibility in its implementation, both in terms of time, place, and delivery methods. The material presented in the Pop Up Class is generally specific and practical, focusing on one specific skill or topic that is considered important or interesting at the time. The format of the implementation also varies, ranging from workshops, training, webinars, to live classes, both online and offline. With its responsive and adaptive nature, Pop Up Class is an effective educational means in reaching the audience in a targeted and contextual manner.

The concept of Pop-up Classes in the context of non-formal education in Indonesia has reached a substantial market introduction phase, especially in the Millennial and Generation Z segments located in urban and sub-urban areas. This level of recognition is driven by a shift in consumer behavior towards experiential learning and quick skills acquisition (Smith & Jones, 2024). The new parents who are

the target of this product segmentation show that they tend to have accepted the concept of education that is flexible, time-efficient, and directly applicable. This is in response to the current need that requires continuous reskilling and upskilling for early childhood (Chen et al., 2023).

The critical point of parents' decisions in choosing activities for their children is not just the cost but the quality of the educators, curriculum, facilities, and reputation of the institution that determines (Pracipta, 2021). Nowadays parents tend to attach importance to creative abilities and character development compared to other cognitive abilities. Children's soft skills, as well as communication skills, confidence, and creativity, are prioritized. This has implications for the emergence of challenges and opportunities for contemporary educational business models to build trust and commitment to these factors.

The adoption of Pop-up Class is further strengthened by the dominance of digital platforms and social media as the main channel of discovery. Platforms such as Instagram, TikTok, and LinkedIn serve as effective visual and viral Word of Mouth (WOM) mechanisms, where User-Generated Content (UGC) content from unique classroom experiences encourages participation intent (Lee & Kim, 2022). In addition, the involvement of Key Opinion Leaders (KOLs) or industry practitioners as instructors significantly increases perceived value and credibility, making Pop-up Classes not only an educational session, but a classy networking event supported by the speaker's authority (Davidson, 2023). Although the level of recognition of these product concepts is high among digital professionals and students, the challenges of terminology recognition and access remain outside of the urban ecosystem. In non-urban areas, Pop-up Classes may still not be recognized as a separate product category, and are often integrated into traditional seminar or training frameworks. Therefore, marketing strategies in Indonesia should emphasize the utilitarian benefits (employability) and hedonistic aspects (experience and networking) of the class, rather than relying solely on the specific terminology of "Pop-up Class", in order to ensure wider and more equitable market penetration (Garnadi, 2024).

Early childhood participation (0–6 years) in Pop-up Classes in Greater Jakarta in the 2022–2023 period showed a substantial increase, mainly driven by post-pandemic dynamics and parents' focus on skill development during the Golden Age. After a period of social restrictions, parents are showing a high rebound in demand for structured physical and social activities, with Pop-up Classes offering flexible, non-binding, and safe solutions for social and motor stimulation (Pratama & Sari, 2023; Hidayat & Kusuma, 2022). These programs generally focus on specific stimulation, such as Sensory Play, STEAM-based activities, or storytelling sessions, which are aligned with the child's early competency development needs in accordance with informal curriculum guidelines and urban parents' demands for early upskilling (Ministry of Education, 2022).

LITERATURE REVIEW

Market Analysis

Market analysis using the 5C analysis framework is a structured strategic approach to evaluate internal and external factors that affect an organization's performance in the market. Internally, this analysis focuses on an in-depth evaluation

of a company's capabilities, resources, and weaknesses to measure its readiness and competitiveness. On the other hand, external evaluations include a comprehensive understanding of the preferences, behaviors, and needs of the targeted customer segment, as well as the strategic positions and tactics used by competitors in the industry landscape.

In addition, the framework also examines the critical role of collaborators, such as suppliers, distributors, and partners, who contribute to a company's value chain. The analysis also takes into account broader macroeconomic factors, such as social, technological, and environmental conditions, which can significantly affect market dynamics. Through a systematic evaluation of these five components, organizations can gain critical insights to formulate the right strategic decisions, identify market opportunities, mitigate potential risks, and optimize their competitive position to achieve sustainable growth.

Customer Journey

Customer journey analytics, often modeled through the AIDA (Awareness, Interest, Desire, Action) framework, provides a sequential picture of the cognitive and behavioral processes that consumers go through, from initial exposure to an offer to finalizing a purchase decision. This model fundamentally identifies four critical phases in the dynamics of consumer behavior. The first phase, Awareness, aims to attract the attention of potential consumers and build initial awareness of the existence of a product or service. The next stage, Interest, focuses on developing interest by communicating the value proposition and relevance of the product in meeting the specific needs of consumers.

The transition from Interest to Desire signifies the development of a stronger affinity, in which consumers begin to develop a strong preference for offerings, driven by a unique perception of value and benefits. The culmination of this process is the Action phase, where consumers take concrete actions to complete the transaction. By applying the AIDA model, marketing strategies can be precisely tailored to target and optimize interactions at every stage, ultimately increasing conversion rates and fostering long-term customer loyalty.

STP (Segmentation, Targeting, and Positioning) Analysis

A fundamental strategic framework in the formulation of an organization's market strategy. This process leads the company to systematically identify and prioritize the most prospective target market for its product or service. This stage begins with partitioning a broad and heterogeneous market into more homogeneous subgroups of customers, followed by the selection of the most profitable segments to target, and ends with the formulation of a positioning strategy designed to effectively reach and serve those selected segments.

In more detail, the segmentation phase is the first analytical step that breaks down the market based on common criteria that can include demographic characteristics, psychographic attributes, behavioral patterns, or specific needs. By segmenting, companies gain a more granular understanding of diverse consumer needs and preferences, which allows for precise adjustment of marketing strategies. This approach allows for a more efficient allocation of organizational resources and

focuses on the segments that promise the greatest growth and profitability. Once the market has been successfully segmented, the next step is targeting, where the company selects specific segments that will be the main focus of its marketing and sales strategy. This targeting decision is based on a comprehensive evaluation of the feasibility of each segment, which includes factors such as size, growth potential, level of profitability, intensity of competition, as well as alignment of that segment with the company's core resources and capabilities.

Conceptual Framework

Companies are required to meticulously design and develop products that not only resonate with customer preferences, but are also capable of delivering a unique value proposition. Through a deep understanding of the needs of the market, the company can ensure that the products offered have strong functional and emotional relevance, so as to effectively meet the expectations of the target market segment and build a sustainable competitive advantage.

Widely known through the 4P framework, it is a fundamental conceptual instrument in marketing management used to formulate and implement effective marketing strategies. The framework integrates four key elements—Product, Price, Venue, and Promotion—that collectively represent key strategic variables that a company can control in order to achieve its marketing goals in the market. The product element in the marketing mix refers to the overall offering, both tangible and intangible, provided by a company to meet the needs and desires of its target market segment. The concept of this product includes not only the physical core of the goods or services, but also its additional dimensions, such as the features, design, brand, packaging, and after-sales service that comes with it.

A fundamental framework used by businesses to develop and implement effective marketing strategies. This framework consists of four key elements: Product, Price, Venue, and Promotion, which collectively form the foundation of a company's marketing efforts. The Place element in the marketing mix focuses on the distribution channels and methods used to provide products or services to customers. It includes decisions related to distribution channels, logistics, inventory management, and retail partnerships. Companies must ensure that their products are accessible and available in the right place, at the right time, and in the right quantities to effectively meet customer demands. Distribution decisions play a crucial role in reaching target customers and maximizing market penetration.

Then promotion is a marketing mix, referring to communication activities used to inform, persuade, and remind customers about the company's products or services. It includes a variety of tactics such as advertising, sales promotion, public relations, and personal selling. The goal of promotion is to create brand awareness, foster customer interest, and drive sales, thus effectively bridging the gap between the company's offerings and its target customers.

Promotions, as the final component of the marketing mix, represent a spectrum of communication strategies used to inform, persuade, and influence consumer purchasing behavior. This element integrates various tactics, such as advertising, sales promotion, public relations, and personal sales, with the strategic goal of building brand awareness, communicating value propositions, as well as stimulating demand

among target audiences. Overall, the 4P framework provides a structured and holistic approach for companies to align product, price, venue, and promotional considerations. The synergistic management of these four elements allows companies to formulate different market offers, attract targeted customer segments, and optimize sales and revenue performance, so that it can ultimately generate a sustainable competitive advantage.

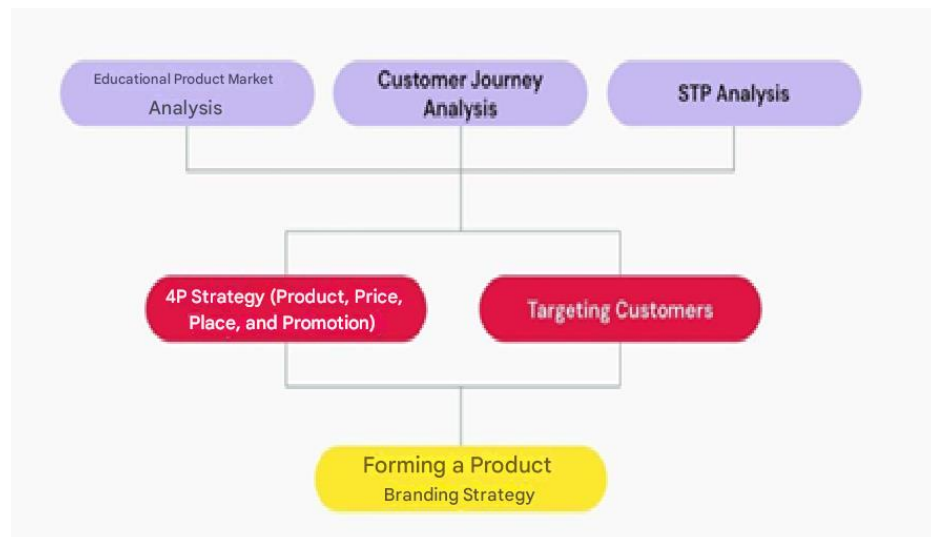


Figure 1 . Processed Researcher (2025)

RESEARCH METHODS

This research uses a qualitative approach to uncover the marketing reality of early childhood education products. This approach was chosen because it provides an in-depth analysis knife when analyzing the phenomenon. Through a qualitative approach, researchers are able to uncover things that are not revealed on the surface but are deeply known to be an important factor to understand this phenomenon in its entirety (Creswell, 2018). In addition, this approach helps researchers in exploring things that go beyond view through data collection techniques used during the research.

This study uses data collection techniques through in-depth interviews with research informants who have heterogeneous characteristics to gain in-depth insights. Given that the main goal of qualitative research is to find meaning and understand social phenomena from the informant's personal or subjective point of view, in-depth interviews become an ideal tool. That way, research can capture the depth and complexity of human experience as suggested by (Creswell, 2018). The characteristics of the informants in this study are those who apply as business owners in the field of early childhood education and customers who are parents who have toddlers around 2-6 years old and have enjoyed early childhood education products such as Pop Up Class for the past 3 months. This characteristic is important to provide an overview of the extent of the right marketing strategy as early childhood education product branding and determine the target market.

RESULTS AND DISCUSSION

Educational Product Analysis

Identification of the market for early childhood education products begins with systematically examining various kinds of facilities, services, products, and educational activities or activities offered by business actors in the field of education. This process includes mapping the forms of educational services, learning media, supporting facilities, and child development programs that are circulating in the market. By conducting a comprehensive identification, researchers can understand the diversity of available offerings and examine the business orientation and pedagogical approaches used by service providers.

The results of the identification are then analyzed to assess the extent of innovation and product variety developed by business actors. This analysis considers not only the commercial aspect, but also the quality of the educational content, its relevance to the child's developmental needs, and its suitability with early childhood education standards. The assessment provides an overview of market trends, including the dominance of certain products and the gap between user needs and existing offerings.

Based on this identification and analysis, the researcher realized that product diversification is still very minimal by business actors in the early childhood education sector. This lack of diversification indicates limitations in the exploration of learning models, the development of alternative educational media, and service innovations that are responsive to the dynamics of the needs of children and parents. This condition shows the need for a more varied and adaptive product development strategy so that the early childhood education market can develop more optimally and sustainably.

Customer Journey Analysis

Awareness

Based on the results of data analysis, it is known that both business owners in the field of early childhood education who offer *Pop Up Class products* and their consumers have a sufficient level of *awareness* of the functions, goals, and variety of products provided. This level of awareness is reflected in the customer's understanding of the benefits of the program, the form of educational activities offered, and the added value of the product compared to similar services in the market. On the service provider side, business owners also show an adequate understanding of the characteristics of the products they develop and how the products can meet the needs of children's development. This condition shows that the product communication process has run at a basic level that is quite effective in providing general information to consumers.

However, the analysis also revealed an important gap related to the suitability between product segmentation and the intended consumer. Some of the features or forms of services presented have not been fully adapted to the specific preferences or needs of the main target customer segment. This inaccuracy of segmentation has the potential to reduce marketing effectiveness and hinder the optimization of product utilization by consumers. As such, further efforts are needed to formulate more precise segmentation strategies, including deepening the demographic and

psychographic characteristics of customers, so that the awareness already formed can be converted into more consistent purchasing decisions and engagement rates.

Interest

Customer shows level *Interest* high on the products *Pop up class* offered by early childhood education service providers. This interest is reflected in the positive response of customers to the variety of programs provided, especially those deemed relevant to the child's developmental needs. The high interest is also influenced by the perception that *Pop up class* offer a flexible, innovative learning experience and present activities that are not always available in regular programs.

This strong interest is reflected in the behavior of customers who proactively seek information about the various activities offered in the *pop up class*. Customers not only rely on the information available on promotional materials, but also explore additional sources of information through social media, direct communication with service providers, and discussions with fellow parents. This information search pattern shows that customers have a high evaluative orientation in understanding the value of each program offered.

In addition to showing active information-seeking behavior, customers are also critical in studying the content of the program that they will receive when participating in a *pop up class*. This critical attitude can be seen from their attention to aspects such as learning objectives, activity methods, program duration, and promised developmental benefits. Such an evaluative pattern signifies that customer interest is not solely driven by the desire to try new services, but also by the need to ensure that the chosen program has the quality and relevance that matches their expectations as users of early childhood education services.

Desire

Customers who show proactive behavior in seeking information about *pop up classes* indicate a high level of *desire* to participate in the program. This strong interest is reflected not only in their desire to know the details of the activities, but also in their tendency to compare different program alternatives before making a choice. The high motivation to join indicates that customers view *pop up classes* as an educational service that adds value to their child's development.

However, the push is not fully accommodated by the availability of information that can be accessed independently by customers. Information provided by service providers, both through promotional materials and digital communication channels, is still not able to answer the needs of consumer information comprehensively. This creates a gap between the customer's desire to join and their ability to independently obtain the necessary information before making a decision.

These limitations are strengthened by the use of branding tools that do not fully contain the essential information needed by customers. Most customers end up having to contact the *pop up class* admin directly or look for additional information from other sources that aren't always verified. This situation shows the need to improve marketing communication strategies so that relevant, complete, and easily accessible information can support *customer desires and facilitate a more effective decision-making process*.

Action

When actions appear in the form of proactive behavior carried out by customers, ideally these behaviors are met with responsive and informative services from business providers. A customer's proactive behavior, such as seeking information, asking questions, or reviewing programs offered, is a strong indicator of their readiness to transact. At this stage, the quality of the interaction between the customer and the service provider largely determines whether that interest can be converted into a purchase decision. Therefore, the readiness of business providers in providing informational support is a very crucial factor.

In this context, business providers should have a complete branding strategy, one of which is by fulfilling the basic aspects in the form of providing accurate, comprehensive, and consistent information across all media channels owned. Effective branding materials not only serve as a promotional tool, but also as an educational tool for potential customers so that they can understand the benefits, mechanisms, and unique value of the products offered. When branding does not contain sufficient information, customers must make additional efforts to confirm service details, which can reduce their comfort and trust in business providers.

Providing complete and easily accessible information is very important so that when potential customers want to join, they can make a decision without hesitation. Clarity of information regarding schedules, costs, program benefits, duration of activities, and registration procedures will increase customer confidence and reduce barriers in the purchase process. Thus, the alignment between proactive customer actions and information readiness from business providers can create a more effective consumer experience, increase sales conversions, and strengthen the position of business providers in the early childhood education market.

STP Analysis

Based on various data and analysis findings collected, it is known that *Pop Up Class* products and their product diversification have different market segmentations. These segmentation differences are not only related to the demographic characteristics of customers, but also include their preferences, needs, and motivations in choosing early childhood education services. The variation in market segmentation shows that every product in the *Pop Up Class* category cannot be treated uniformly in its marketing strategy or service development.

Each form of diversification of *Pop Up Class* products has a different customer persona that needs to be carefully considered by business providers. The customer persona includes aspects such as the child's age, parental education level, parenting patterns, expectations for the results of activities, and family lifestyle. Understanding this persona is important so that business providers can design service packages that are relevant and in accordance with the needs of children's development and parental preferences.

The analysis findings also show that *Pop Up Class* is more widely known and followed by families with above-average incomes, particularly from the middle and upper middle class groups. This group tends to have a higher awareness of the importance of stimulating early childhood development and have sufficient

purchasing power to access additional educational services outside of formal education programs. This condition reflects that *Pop Up Class* services are in a relatively premium market segment, so they demand consistent service quality.

By knowing these demographic characteristics, business providers should be able to map important aspects related to facilities, service quality, and types of activities offered. This mapping not only serves as a basis for program design, but also as a strategy to ensure that the services provided meet the expectations of customers from the middle to upper class who tend to prioritize quality, safety, and measurable educational value. Service providers should consider competitive advantages relevant to this market segment, such as qualified instructors, child development-based activity materials, and innovative program design.

This is increasingly crucial considering that *the Pop Up Class* service is directly related to early childhood education during the *golden age*, which is a developmental period that greatly determines the quality of children's development in the future. In this phase, parents from the middle to upper social class are generally more selective in choosing the activities that their children participate in, so business providers must ensure that all aspects of the program, from the concept of the activity to its implementation, have been adjusted to high quality standards. Thus, understanding segmentation and customer personas is an important foundation in developing educational services that are sustainable, competitive, and have clear developmental value for children.

4P Strategy Product

In marketing *Pop Up Class* products to middle-to-upper class consumers, *product aspects* need to be designed by considering the preferences, expectations, and needs of the segment for early childhood education services. The quality of the program must reflect premium standards that include a structured curriculum of activities, child development-based learning materials, and the involvement of competent facilitators in the field of early childhood education. In addition, product diversification, such as the variety of activity themes, class duration, and level of complexity of activities, needs to be strategically arranged to provide service options that suit the characteristics of middle-to-upper class families who are more selective in choosing development activities for their children. The differentiation value of the product must also be explicitly displayed, for example the uniqueness of the learning method, the advantages of the facilities, and the safety of the activities offered.

Price

Pricing for *Pop Up Class* needs to be adjusted to the purchasing power of middle-to-upper class consumers, while reflecting the quality of services provided. Prices that are too low can lower the perception of quality, while prices that are too high have the potential to lower interest even if the target consumers have adequate financial capabilities. Therefore, *value-based pricing* strategies are relevant, where prices are set based on the value of benefits received by customers, including children's learning experience, activity safety, and professionalism of educators. Additionally, the pricing structure can be made flexible through class package

offerings, memberships, or tiered programs to provide options to suit the needs of different types of families in the upper-middle segment.

Place

In the context of *Pop Up Class*, the *place aspect* not only includes the physical location of the activity, but also the ease of access to information and the registration process through digital channels. Considering that the target consumer is the middle to upper class group who generally have high mobility, the location of the activity should be in a strategic, safe, easy to reach, and environment that supports child development. In addition, the process of accessing services must be optimized through digital platforms, such as websites or application-based registration systems, so that consumers can obtain information quickly and efficiently. The integration of a representative physical location with ease of digital access will increase convenience and provide a professional image that is in line with the expectations of premium consumers.

Promotion

Promotions for *Pop Up Class* with the target of middle-to-upper class consumers will be more effective if they use social media as the main channel of communication strategy. Social media allows business providers to build *a strong brand image* through visual content and narrative that highlights the quality of programs, customer testimonials, and documentation of safe and informative children's activities. *Social media marketing strategies* can include the use of *influencer parenting*, strengthening *engagement* through educational content, and paid advertising campaigns targeted at the middle to upper class user demographic. In addition, visual aesthetic consistency, completeness of information in promotional materials, and responsiveness to customer inquiries are important factors to build trust and improve purchasing decisions.

CONCLUSION

Comprehensive integration of marketing strategies ranging from quality product design, value-based pricing, selection of easily accessible physical and digital locations, to promotional strategies that utilize the power of social media is an important approach in marketing *Pop Up Class* to the middle to upper class segments. These four elements in AIDA's analysis must be mutually supportive and consistent to ensure that marketing not only reaches the right consumers, but also builds brand experiences that match the expectations of premium segments in early childhood education services.

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