

CHAPTER I

EXECUTIVE SUMMARY

For the last decade of the twenty-first century, online learning has grown exponentially especially due to the effect of the pandemic, Covid-19. By the beginning of 2020 all campuses are forced to refer their studying programs into “remote learning” switching to classes that are held online. Fresh university students are unavoidably forced to start their studying online and as time progresses students in Indonesia are more aware of how crucial education is to compete in the working place. However as technology advances throughout time, students all over the world have to adjust and keep up with the newest advancement in technology. As a result, shifting the traditional way of studying for university students such as “in-class” study to a more effective, practical, and convenient one is imperative.

However, there are some complications to having an online education. The disadvantage of not experiencing university life on campus, meeting classmates physically could in result make students be less active in learning. As students stay in the comfort of their homes, it is unavoidable for distraction to come into play. Complicated subjects like accounting, finance, and other studies that require full attention will create problems for students who could not give their full attention and will fall short of their understanding of the subject. Not to mention, assignments will be given to students more often to ensure educational institutions that the online classes still give the students the necessary knowledge for their qualifications.

With the advancement of technology, it provides a great opportunity and helps offer compensation to these problems. Tutoria is a versatile application that offers administrations to connect Tutors and tutees through the medium of a mobile app. The tutors in Tutoria function as a 'partners' status, not as contracted representatives, and in this manner, Tutoria will still apply limitations and commitments however, would not constrain tutors to work under Tutoria. Tutoria's center capabilities and serious advantages such as adaptability, steadfastness, and reasonableness.

Tutoria's team consists of the founding members and is planning to expand further in the future. So far, Wesly Kevin Hambali is Tutoria's CEO. Followed by Marvin Liang as the head of financial matters, Alvin Harwin as head of the operation, Yonda Windya as the head of Social media marketing, and lastly Michael Japardi head of general marketing. These five individuals had been through intense training and learning experience to maximize the performance of Tutoria.

The Business Model of Tutoria revolves around four ideas that Tutoria had decided. These ideas are depicted in the figure below:



Figure 1.1 Tutoria's Business Model

Tutoria utilizes a comparable plan of action with how Gojek used their drivers. However, Tutoria created a unique approach when it comes to the business model as seen in **Figure 1.1**. First, Price Setting, the organization doesn't set the cost for the tutors rather the guides will have the independence of setting their own cost. Furthermore, Tutoria's subsequent point is Profit Sharing. For each exchange Tutors have with the client, Tutoria benefitted 15% of their administration expense.

In exchange, Tutoria provides tutors with a network that will fill the tutoring demand. These networks will have a review system that can build their validity to better boost the tutors to utilize our platform as opposed to going under-the-table exchange. Tutoria will then continue with providing the tutors a programme called "tutor milestone". This programme gives tutors good reviews, tutors will be able to earn new badges that will be displayed in their portfolio which can help them to increase their prices when they have accomplished a certain number of tutoring. Lastly, Tutoria gives exposure to the tutors. they can have a verified experience which can be utilized for their future references.

1.1 Research Background

For the last decade of the twenty-first century, online learning has grown exponentially especially because of the pandemic Covid-19. With the advancement of technology where students will need to keep up to survive in the workplace this opens. Indonesian students are still dependent on a teacher-student studying whether it is in internal institutions or external courses. This opens an opportunity to expand exposure on a peer to peer tutoring that has become an untapped potential until recently. Continuing with the progress of technology can offer solutions to these problems and provide opportunities as well. In response to the issues regarding convenience and a potential niche in the educational student market, therefore Tutoria was made.

Tutoria is a mobile application that offers services to bridge tutors and tutees similar to how online taxi service operates. The tutors in Tutoria to work as an ‘associates’ status not as contracted employees. Therefore, Tutoria still applies restrictions and obligations accordingly but does not force tutors to exclusively work under Tutoria. Tutoria’s core competencies and competitive advantage are divided into



three key areas: flexibility, dependability, and affordability.

Figure 1.2 Tutoria's Website home page

Figure 1.2, shows the homepage of Tutoria webpage. The website was designed and made with a collaboration of Tutoria with IT students in UPH. The homepage of the website shows a brief description of Tutoria's business concept and meant to introduce the audience to Tutoria. The website will help individuals to be able to register themselves as tutors or tutees. This process creates a convenience for both parties as users no need to register physically. Tutoria will eliminate the need for administrators because of the website.



Figure 1.3 Tutoria's Website about us

Figure 1.3 gives the audience an idea on who Tutoria is. Presented on this website are vision and missions, why tutoria is trustable, how to book, register as tutors, etc. Specifically, this webpage gives the audience an understanding on the benefits and the aim that Tutoria wants to give to the consumers.



Figure 1.4 Tutoria's Website reviews and partners

In **Figure 1.4** users are encouraged to give reviews to help the credibility and trustability of Tutoria. In the partners page, Tutoria's partners are presented to help with earning the consumer's trust and reducing their skepticism.

1.2 Vision

Tutoria's vision is as such: "Bring about equity and equality to everyone in Indonesia to achieve proper education through academic excellence". Tutoria focuses on Indonesia's welfare as well as its future generations by the means of improving education, hence our vision would see Indonesia as the leading example of social equity and equality through limitless access to education while also promoting awareness of the importance of education via rewarding the contributors with academic excellence.

1.3 Mission

Tutoria's mission focuses on social problems that affect Indonesia as a country and how Tutoria can become a solution for those problems through these three missions:

1. Improving Indonesia's education while also providing financial opportunities for all young generations
2. Easing access to secondary education for whoever desires to pursue it
3. Ensuring Indonesia's transition to a more developed country by securing a better quality workforce in the future through academic prowess

