

EXECUTIVE SUMMARY

Globalization demands changes in every country's daily life, including the education system in each country. Globalization make the world borderless, where a huge amount and constantly changed information can be easily acquired. This phenomena also have an impact in Indonesian education system. Indonesian people used to choose school that can develop their children's IQ. Nowadays, it is not just IQ but they also concern about foreign language especially English and Chinese, creativity, attitude, and so on.

In response to those issues, Satya Luhur International School offers an international standard education located in Second Phase of BSD City. In order to achieve the international standard, Satya Luhur International School use International Baccalaureate as a curriculum that has been acknowledged in many developed countries that mainly use English as their main language. This education is mainly targeted to people living in BSD City who tend to send their children to university abroad and therefore they need a strong basic in English and aware of international standard curriculum. This education is also targeted to people who want an international standard education for their children but could not afford to send them to study abroad. For that reason, Satya Luhur International School has the policy to give more affordable tuition fee compared to the other IB school in BSD City. The affordable tuition fee would enable people from wider range of socio-economic status to register their children to Satya Luhur International School.

The school uses differentiation as its generic strategy. This strategy is reflected in the services quality, discipline, socialization, and responsible values, flexibility to continue study to either abroad or local institutions, affordable tuition fee, diversity, and an intensive communication between teachers and parents. Along with the given generic strategy, all departments within Satya Luhur International School applied strategies that support and reflect differentiation strategy especially discipline, socialization, and responsible values. Marketing Department conducts regular researches to keep up with the trends in international and national education. Those researches also enable school to understand more about what people would

expect from an international school. Marketing Department is also responsible to build school image and reputation especially in BSD City.

Operation Department have specific strategies regarding school layout, quality control, front room and back room process, and so on that provide a safe, warm, and supportive educational environment. The Operation Department's strategy is supported by web-based information system that enable school to have more intensive communications between teachers, students, and parents. The information system also supports the administration process and internal communications among employees.

As differentiation is very important for school as a service provider, Satya Luhur International School also emphasizes a lot on its human capital. Based on its organization structure, school have a job separation strategy for academic and non-academic activities. Using job separation, school may have better focus on each aspects of its educational service and in the end give a better quality education. Human Resource Department also has a selective recruitment and selection processes, intensive training and development programs, and compensation policy to make sure the school has high quality human resources.

From financial perspective, the school goal is to achieve financial independence which is reflected in the school's ability to finance the operational cost by its own revenue and also contribute to the next phase of school development. The business is funded by Xin Hoa foundation, comprised of 90% attached donations for fixed assets and 10% non-attached donations for operational expenses. School also have arisan system to raise fund and finance the early years of Satya Luhur International School before it has the ideal number of students.