

CHAPTER II

REVOU GENERAL OVERVIEW AND RESPONDENT IDENTIFICATION

2.1 Overview of RevoU

RevoU, founded by Matteo Sutto, began its journey in 2018 as a transformative company in the educational sector, integrating modern technology with traditional learning methods. Its inception was driven by a vision to make quality education accessible to students in Indonesia. Recognizing the limitations of traditional educational systems, Matteo Sutto set out to create a company that would harness the power of the internet and cutting-edge technology to make learning more accessible.

In the initial years, RevoU focused on research and development, with Matteo Sutto at the helm. Sutto, a visionary entrepreneur and education enthusiast, assembled a team of experts in education, technology, and design. Their goal was to develop educational programs that would offer a wide range of courses covering various subjects and skill sets. The team worked tirelessly to create a curriculum that was not only comprehensive but also engaging and interactive.

After extensive development and testing, RevoU was officially launched to the public in 2019. From the outset, the company gained traction, attracting students from all corners of Indonesia. Its adaptive learning system, which tailored the curriculum to the individual needs of each student, garnered widespread acclaim. The platform's emphasis on interactive learning, through live classes and interactive

sessions, fostered a dynamic learning environment that encouraged critical thinking and problem-solving skills.

In subsequent years, RevoU diversified its offerings to include a variety of skill development programs designed to enhance employability in today's competitive job market. From data analytics and digital marketing to software engineering and product management, RevoU programs are structured to address the high-demand skills required in today's job market. These courses are intensive, hands-on, and tailored for learners seeking rapid career advancement, combining theory with real-world projects. The curriculum is continually updated by industry-experienced instructors, ensuring that graduates are well-prepared for competitive roles in their fields. RevoU also provides robust career support, including job placement assistance, mentoring, and flexible payment plans to make high-quality education more accessible.

RevoU specializes in digital marketing, data analytics, product management and software engineering, focusing on high-demand skills to ensure graduates are well-prepared for competitive job markets. Courses are structured as intensive bootcamps with a strong emphasis on hands-on learning and real-world projects, allowing students to apply theoretical concepts in practical scenarios and enhancing their readiness for professional environments. Typically lasting from 3 to 6 months, these courses provide comprehensive education and training within a relatively short period, facilitating a quick transition into careers. The instructors, who are industry professionals with practical experience, bring real-world knowledge and insights, ensuring that the curriculum remains relevant and up-to-date.

In addition to technical training, the program offers extensive career support and mentorship, including job placement assistance, to help students navigate the job market, prepare for interviews, and connect with potential employers. Although the courses are generally high in cost, the program provides payment plans and discounts to make education more accessible, reducing the financial barrier and allowing a broader range of students to benefit from the program offerings.

Today, RevoU stands as a testament to the power of innovation and accessibility in education. By bridging the gap between traditional education and modern technology, it has shaped the future of learning, making quality education available to all. As it looks to the future, RevoU remains committed to its mission of empowering students to achieve their academic and professional goals.

2.2 RevoU Mini Course

The RevoU mini course is an introductory program designed to provide participants with foundational knowledge in digital skills that are highly relevant in today's job market. RevoU created this course to give participants an introductory learning experience in areas such as digital marketing, data analytics, and product management. Through this mini-course, learners can explore different career paths in the tech industry, understand key concepts, and gain insights into the skills necessary for success in each field.

Structured over several days, the mini course combines live sessions led by industry professionals with hands-on assignments that allow participants to apply what they've learned. The format is flexible yet engaging, aiming to give learners a real sense of what it's like to work in the digital field. By taking part in this mini

course, individuals gain exposure to RevoU teaching style and can better understand the depth of knowledge they would gain if they chose to pursue RevoU full programs.

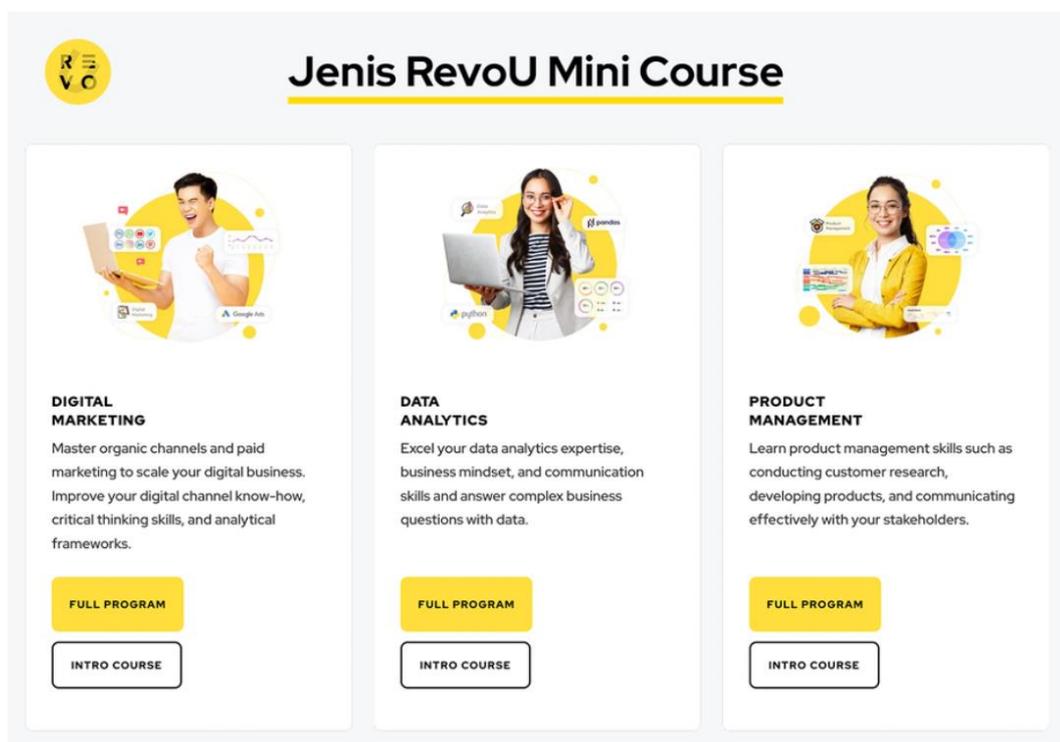


Figure 2.1 RevoU Mini Courses

Source: Revou.co, 2024

Upon completing a mini course, learners have the opportunity to continue into a more extensive, paid program where they can further develop their skills and work on comprehensive projects. By blending theory with hands-on experience, these mini courses are an accessible and engaging way for newcomers to gain insights into RevoU full programs.

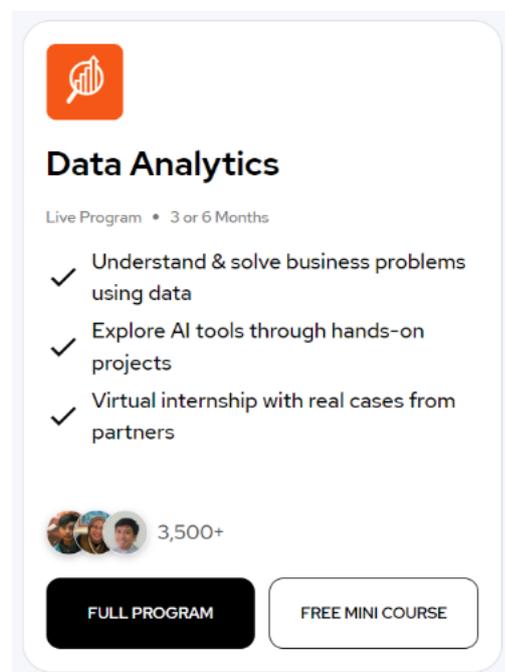
2.3 RevoU Full Programs

These are the full programs offered by RevoU:

1. Full-Stack Data Analytics Program

RevoU Full-Stack Data Analytics Program is a comprehensive, step-by-step journey that transforms students into skilled data analysts. The program begins with the foundations of data gathering and data cleaning, teaching students to work with raw data and prepare it for analysis. From there, students dive into exploratory data analysis (EDA) using tools like Excel, SQL, and Python, which help them manipulate datasets and extract insights.

SQL is particularly emphasized as it's a critical tool for querying databases, enabling students to work efficiently with large datasets. In Python, they explore libraries like Pandas, NumPy, and Matplotlib, which are essential for statistical computing and data visualization. The curriculum also covers data storytelling with platforms like Tableau, ensuring that students can communicate insights clearly to non-technical stakeholders.



The image shows a promotional card for the 'Data Analytics' program. At the top left is an orange square icon with a white bar chart and a magnifying glass. Below the icon, the title 'Data Analytics' is written in bold black text. Underneath the title, it says 'Live Program • 3 or 6 Months'. A list of three bullet points follows, each with a checkmark: 'Understand & solve business problems using data', 'Explore AI tools through hands-on projects', and 'Virtual internship with real cases from partners'. Below the list, there are three small circular profile pictures of people and the text '3,500+'. At the bottom, there are two buttons: a black button with white text 'FULL PROGRAM' and a white button with black text 'FREE MINI COURSE'.

Figure 2.2 Data Analytics RevoU
Source: Revou.co, 2024

The course doesn't stop at basic analytics, it introduces students to machine learning concepts, giving them a foundation in predictive analytics using Python libraries such as Scikit-learn. This means graduates are not just analysts but can also automate processes and predict future trends based on historical data. Throughout the program, students work on real-world projects, solidifying their ability to apply theory to practical business problems.

The length of this program is 3 or 6 months. The 3 months program cost Rp17.000.000 that includes RevoU Course (comprise of three months of intensive lectures). The 6 months program cost Rp20.000.000 that includes RevoU Course & RevoU Next (three months of intensive lectures, additional three months of projects with personalized mentor & career support).

2. Full-Stack Digital Marketing Program

The Full-Stack Digital Marketing Program at RevoU is designed to cover the full spectrum of digital marketing techniques, focusing on both strategy and execution. Students begin with foundational marketing concepts and dive into SEO (Search Engine Optimization), learning how to optimize websites to rank higher on search engines. They move on to SEM (Search Engine Marketing), mastering paid advertising on platforms like Google Ads, focusing on bidding strategies, keyword research, and campaign optimization to maximize ROI.

The program covers social media marketing across major platforms such as Facebook, Instagram, LinkedIn, and TikTok, teaching students how to create engaging content, target audiences, and manage paid ads. Students also learn

content marketing and email marketing, understanding how to create compelling content that drives engagement and conversions, as well as how to nurture leads using CRM tools and email campaigns.

Digital Marketing

Live Program • 3 or 6 Months

- ✓ Hands-on projects to master digital marketing tools
- ✓ Run real SME ad campaigns with actual budgets
- ✓ Virtual internship with real cases from partners

5,800+

FULL PROGRAM FREE MINI COURSE

Figure 2.3 Digital Marketing RevouU
Source: Revou.co, 2024

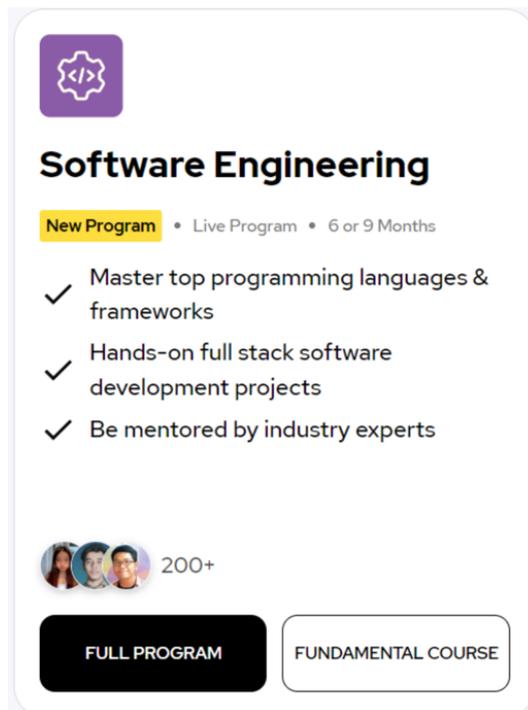
In addition, the program emphasizes the use of data analytics to measure campaign success, using tools like Google Analytics and Facebook Insights to track performance and optimize strategies. Students leave the program with the ability to create, execute, and optimize multi-channel digital marketing strategies based on measurable outcomes, making them highly valuable in the competitive digital landscape.

The length of this program is 3 or 6 months. The 3 months program cost Rp13.000.000 that includes RevouU Course (comprise of three months of intensive lectures). The 6 months program cost Rp16.000.000 that includes RevouU Course &

RevoU Next (three months of intensive lectures, additional three months of projects with personalized mentor & career support).

3. Software Engineering Program

RevoU Software Engineering Program is built to transform students into full-stack developers capable of building complex, scalable web applications. The program begins with front-end development, where students learn to create user interfaces using HTML, CSS, and JavaScript. They then move on to modern JavaScript frameworks like React, which is widely used in the industry for building dynamic, responsive user experiences.



The image shows a promotional card for the 'Software Engineering' program. At the top left is a purple icon of a gear with code symbols. Below it, the title 'Software Engineering' is displayed in bold. A yellow tag indicates it's a 'New Program', followed by 'Live Program' and '6 or 9 Months'. A list of three bullet points with checkmarks describes the program's benefits: mastering programming languages and frameworks, hands-on full-stack development projects, and being mentored by industry experts. At the bottom left, there are three profile pictures and the text '200+'. At the bottom, there are two buttons: 'FULL PROGRAM' (black with white text) and 'FUNDAMENTAL COURSE' (white with black text).

Figure 2.4 Software Engineering RevoU
Source: Revou.co, 2024

On the back-end, students dive into Node.js, learning how to build server-side applications that can handle complex logic and communicate with databases.

They explore RESTful APIs, which allow for seamless communication between the client and server, and work with databases like MongoDB or PostgreSQL to store and manage data efficiently.

The program also covers software architecture and design patterns, teaching students how to write clean, maintainable code. Concepts like version control (using Git and GitHub) and CI/CD pipelines are introduced to mimic real-world development environments. The capstone projects challenge students to build full-stack applications from scratch, demonstrating their ability to bring an idea from concept to deployment.

The length of this program is 6 or 9 months. The 6 months program cost Rp27.000.000 that includes RevoU Course (comprise of three months of intensive lectures). The 9 months program cost Rp30.000.000 that includes RevoU Course & RevoU Next (three months of intensive lectures, additional three months of projects with personalized mentor & career support).

4. AI Academy

The AI Academy at RevoU provides students with cutting-edge knowledge in artificial intelligence and machine learning, focusing on practical applications that are relevant to industries today. The program covers machine learning algorithms like linear regression, decision trees, and k-means clustering, ensuring students understand the theory behind predictive models.

In addition, students dive into deep learning using frameworks like TensorFlow and PyTorch, working with neural networks to solve complex problems

such as image recognition and natural language processing (NLP). The program emphasizes hands-on practice, with students applying AI techniques to real-world datasets, such as building models for recommendation systems, chatbots, and fraud detection.

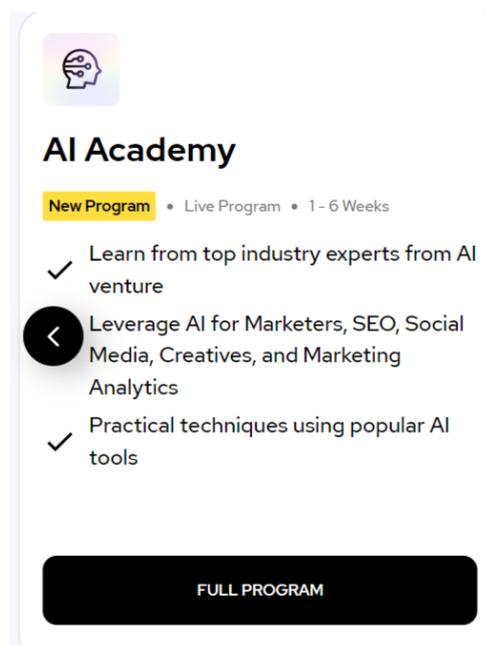


Figure 2.5 AI Academy RevouU

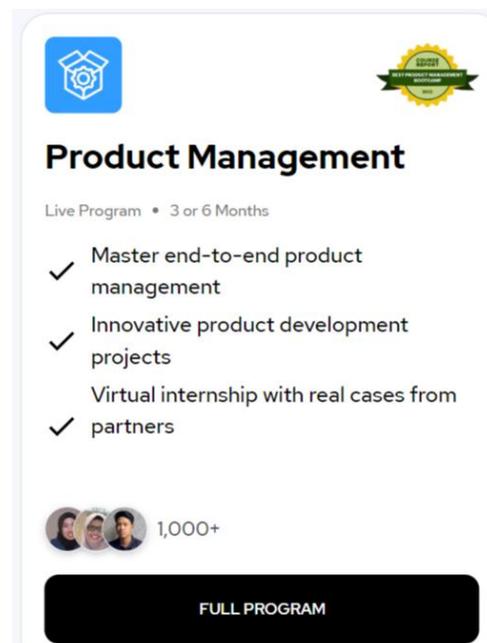
Source: Revou.co, 2024

The course also explores ethics in AI, ensuring that students are aware of the implications of deploying AI systems in the real world. By the end of the program, students are equipped to create AI-driven solutions that can automate processes, enhance decision-making, and provide predictive insights in sectors ranging from healthcare to finance. The cost of this program for 4 weeks is RP4.900.000.

5. Product Management Program

The length of this program is 3 or 6 months. The Product Management Program at RevoU is tailored for aspiring and current product managers looking to develop a deep understanding of how to bring successful products to market. The program begins by teaching the product lifecycle, which includes product ideation, market research, development, and launch. Students learn to conduct customer discovery and market analysis, ensuring that their product solves real customer problems and has a viable market.

Throughout the course, students learn the essentials of roadmapping, creating a clear strategic plan for product development. They also focus on stakeholder management, learning how to communicate effectively with engineers, designers, and business teams to ensure that the product vision is executed properly.



The image shows a digital card for the 'Product Management' program. At the top left is a blue icon with a white gear and a cube. At the top right is a gold seal with a ribbon. The title 'Product Management' is in bold black text. Below it, 'Live Program • 3 or 6 Months' is written in a smaller font. A list of three bullet points follows, each with a checkmark: 'Master end-to-end product management', 'Innovative product development projects', and 'Virtual internship with real cases from partners'. At the bottom left, there are three circular profile pictures and the text '1,000+'. At the bottom center, there is a black button with the white text 'FULL PROGRAM'.

Figure 2.6 Product Management RevoU
Source: Revou.co, 2024

The course places a heavy emphasis on data-driven decision-making, teaching students to leverage user analytics, A/B testing, and KPIs to iterate and improve the product post-launch. Case studies from tech companies are often used to showcase best practices, and students work on capstone projects where they develop and pitch their own product ideas, preparing them for the high-stakes environment of product management in tech.

The length of this program is 3 or 6 months. The 3 months program cost Rp13.000.000 that includes RevoU Course (comprise of three months of intensive lectures). The 6 months program cost Rp16.000.000 that includes RevoU Course & RevoU Next (three months of intensive lectures, additional three months of projects with personalized mentor & career support).

2.4 Respondent Identity

The identity of respondents is crucial in research because it provides context for interpreting their responses and behaviors. Factors such as age, gender, location, occupation, income, and experience can influence how individuals perceive quality, value, and their intention to make a purchase. Understanding these demographic and personal characteristics allows this research to segment the audience and identify trends or patterns specific to different groups.

2.4.1 Respondent Based on Age

Age is important because different age groups often have distinct preferences, needs, and expectations, which can influence their perceptions of quality and value. In the context of this study, focusing on age helps to understand

how individuals at different stages of their personal and professional lives evaluate RevoU offerings.

Table 2.1 Age of Respondents

No.	Age (Year)	Frequency	Percentage (%)
1.	17 – 20	4	4%
2.	> 20 – 30 years	33	33%
3.	> 30 – 40 years	27	27%
4.	> 40 – 50 years	23	23%
	Total	100	100

Source: Primary data, 2024

Based on the data, the age distribution of respondents is concentrated in the late 20s to early 30s age range, with the majority within the 27–30 years old group, which accounts for 45% of the total sample. This demographic is typically in a stage of their careers where they are looking to upgrading their skills or consider their professional paths. The 24–27 age group, representing 23% of the respondents, reflects a younger demographic likely in the early stages of professional development or just beginning to make critical career decisions. Meanwhile, the 21–24 age group, comprising of 2%, suggests a smaller number of younger individuals who may be just finishing their education or starting their careers. Lastly, the 30–37 age group, accounting for 30%, captures a segment of more experienced professionals potentially seeking to reskill or switching their career. RevoU services are well-positioned to accommodate these groups, particularly those in their late 20s and early 30s, who are likely to prioritize practical outcomes such

as career advancement, skill upgrade, and professional growth when evaluating educational programs like RevoU.

2.4.2 Respondent Based on Gender

Gender is important for this research because it can influence how individuals perceive quality, value, and their purchase intentions. Men and women may have different priorities, expectations, and experiences when it comes to evaluating educational programs like those offered by RevoU.

Table 2.2 Gender of Respondents

No.	Gender	Frequency	Percentage (%)
1	Male	47	47
2	Female	53	53
	Total	100	100

Source: Primary data, 2024

Based on the data, the gender distribution of respondents in the study, revealing a nearly balanced split between male and female participants. Of the total respondents, 53% are female, while 47% are male. This relatively even distribution is significant as it suggests that both genders are well-represented in the research.

2.4.3 Respondent Based on Address

Address or location, is important for the research because it provides insight into regional differences that may influence perceptions of quality, value, and purchase intention. Different areas may have distinct economic conditions, access to educational resources, and cultural attitudes toward learning, all of which can shape how people perceive RevoU.

Table 2.3 Address of Respondents

No.	City	Frequency	Percentage (%)
DKI Jakarta			
1	Jakarta	21	21
West Java			
2	Bandung	12	12
3	Depok	4	4
4	Bekasi	4	4
5	Bogor	10	10
Central Java			
6	Solo	1	1
East Java			
7	Malang	15	15
8	Surabaya	21	21
DIY Yogyakarta			
9	Yogyakarta	5	5
North Sumatra			
10	Medan	2	2
Bali			
11	Denpasar	3	3
Riau Archipelago			
12	Batam	2	2
Total		100	100

Source: Primary data, 2024

Based on the data, respondents from major urban cities like Jakarta and Surabaya make up a combined 42% of the total, with both cities have a percentage of 21%. This urban city may have different expectations regarding the accessibility and quality of education compared to those from smaller cities or less urbanized areas like Solo or Batam, with each only contribute 1%. Some areas may prioritize online or flexible learning due to geographic constraints, while others may value in-person networking or career development opportunities that are more accessible in larger cities.

2.4.4 Respondent Based on Occupation

Occupation is important for this research because it influences how individual's perceptions when it comes to education and career development programs like those offered by RevoU. Different occupations come with varying needs, financial capabilities, and career aspirations

Table 2.4 Occupation of Respondents

No.	Occupation	Frequency	Percentage (%)
1	Freelance	2	2
2	Private Employee	77	77
3	University Student	2	2
4	Professional	5	5
5	Entrepreneur	14	14
	Total	100	100

Source: Primary data, 2024

Based on the data, the majority (77%) of respondents are private employees. This indicates that most respondents likely have steady employment and may be seeking to enhance their skills or advance their careers through educational programs like those offered by RevoU. The second-largest group is entrepreneurs, comprising 14% of respondents, suggesting a considerable portion of the audience is focused on building or scaling their businesses. Other occupational groups, such as professionals (5%), freelancers (2%), and university students (2%), represent smaller portions of the sample. The type of occupation can influence time availability and the preferred mode of learning. Freelancers or entrepreneurs might seek more flexible, self-paced courses, while private employees could prefer structured programs that align with their work schedules.

2.4.5 Respondent Based on Monthly Income

Monthly income is important for this research because it directly influences respondents' purchasing power and their perceptions of value and affordability when considering educational programs like those offered by RevoU.

Table 2.5 Income of Respondents

No.	Monthly Income	Frequency	Percentage (%)
1	≤ Rp 2.500.000	2	2
2	> Rp 2.500.000 – Rp 5.000.000	46	46
3	> Rp 5.000.000 – Rp 7.500.000	36	36
4	> Rp. 7.500.000 – Rp 10.000.000	15	15
5	> Rp. 10.000.000	1	1
	Total	100	100

Source: Primary data, 2024

Based on the data, the majority of respondents (46%) fall within the income range of Rp 2.500.000 to Rp 5.000.000, indicating that nearly half of the participants have a relatively moderate income. This suggests that most respondents are in the middle-income range, with a smaller proportion in both lower and higher income brackets. The concentration of respondents in the Rp 2.500.000 to Rp 7.500.000 range implies that most of the respondent invest in RevoU program to get a better salary or switch career. Higher-income respondents, may have different expectations, potentially valuing premium features or outcomes from RevoU. As for lower income, they want to make a head start to better compete in the ever-competitive job market in Indonesia.

2.4.6 Respondent Based on RevoU Mini Course

The RevoU mini course is important for influencing the perception and decision to purchase RevoU full program because it serves as a firsthand introduction to the quality, value, and relevance of RevoU offerings. This free introductory experience allows potential customers to directly assess various elements such as the quality of instruction, course content, and learning environment before committing to a more significant financial and time investment in the full program.

Table 2.6 Last Time Respondents Participated in Mini Course

No.	Last Time Participated	Frequency	Percentage (%)
1	≤ 1 month ago	7	7
2	> 1 month – 3 months ago	24	24
3	> 3 months – 6 months ago	63	63
4	> 6 months – 12 months ago	5	5
5	> 12 months ago	1	1
Total		100	100

Source: Primary data, 2024

Based on the data, the majority of respondents (63%) participated in the mini-course more than 3 months but less than 6 months ago. This indicates that most respondents have relatively recent exposure to RevoU content, which could reflect their perceptions of the course quality and relevance still being fresh in their minds. The timing of their participation is important because their satisfaction or dissatisfaction with the mini-course could directly influence their decision to purchase the full program.

A smaller portion of respondents (24%) participated between 1 and 3 months ago, and only 7% participated within the last month. These groups provide more immediate feedback, as their experience with the mini-course is likely still very recent. Additionally, 5% of respondents took the mini-course 6 to 12 months ago, while only 1% participated more than a year ago, indicating that a small percentage of respondents have had more time to reflect on how the mini-course has impacted their learning decisions in the long term.

2.4.7 Respondent Based on Interest of Full Program

The interest in specific programs is important for the research because it directly reflects the demand for particular skill sets among the respondents and provides insights into how RevoU offerings align with market needs. The more aligned a program is with respondents' interests and career aspirations which could influence their decision to enrolling in the full program.

Table 2.7 Respondents Interest in Full Program

No.	Program	Frequency	Percentage (%)
1	AI Academy	1	1
2	Data Analytics	22	22
3	Digital Marketing	56	56
4	Product Management	12	12
5	Software Engineering	9	9
	Grand Total	100	100

Source: Primary data, 2024

Based on the data, the majority of respondents (56%) are most interested in the Digital Marketing program, indicating a strong demand for skills in this field. This suggests that many participants are likely looking to improve their marketing skills in response to increasing digital transformation across industries. Data

Analytics comes in second, with 22% of respondents showing interest, reflecting the growing need for data-driven decision-making in business.

Product Management (12%) and Software Engineering (9%) attract smaller but still significant portions of respondents, highlighting interest in these critical areas of tech and product development. The AI Academy has the least interest, with only 1% of respondents considering it, this is because this RevoU program is relatively new and AI-related skills are still emerging in terms of general demand.