

Discreet Analysis of Management Enhancement Strategy to Improve the Quality and Efficiency of Dance Studios

*Sri Mulyani*¹, *Hartono*², *Sucipto Hadi Purnomo*³

¹ *Universitas Negeri Semarang*

¹ *Email: srimumlyani.mje@gmail.com*

² *Universitas Negeri Semarang*

² *Email hartono_sukorejo@mail.unnes.ac.id*

³ *Universitas Negeri Semarang*

³ *Email: sucipto hp@mail.unnes.ac.id*

DOI: [10.20111/terob.v15i2.85](https://doi.org/10.20111/terob.v15i2.85)

*Correspondensi: Sri Mulyani¹

¹Email: srimumlyani.mje@gmail.com

Received:09-01-2025

Accepted:14-04-2025

Published:16-04-2025



Terob Journal is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License

Copyright: © 2025 by the authors

ABSTRACT

This article analyzes effective management strengthening strategies to enhance the quality and efficiency of dance studios. Using qualitative research methods, including case studies and SWOT analysis, this study identifies key factors influencing studio quality and efficiency. The results indicate that strategic planning, human resource management, operational management, financial management, and marketing are crucial for improving dance studio quality and efficiency. Recommendations include developing strategic plans, optimizing resource management, and enhancing management capabilities. This article contributes to the development of effective and efficient dance studio management.

Kata Kunci : *Management strengthening strategy, Quality and efficiency, marketing.*

INTRODUCTION

As art institutions, dance studios need to be managed well in order to increase productivity and quality. The arts sector is evolving more quickly due to global competition and technology advancements, which makes administration more difficult and necessitates strategic adaptation. For dance studios to succeed and continue operating in this environment, improving management is crucial.

Dance studios' primary issue is a lack of efficient management techniques, which leads to poorer performance quality, low financial efficiency, and a bad reputation. Therefore, in order to increase quality and efficiency, it is crucial to analyse management strengthening strategies.

The purpose of this article is to examine methods for improving dance studio administration, pinpoint elements that influence effectiveness and quality, and offer suggestions for creating a successful and efficient management system. It is anticipated that the analysis's findings would advance improved management practices for dance studios.

The concept of managing a dance

studio, management strengthening techniques, SWOT analysis (a strategic analysis method used to determine an organization, project, or business's strengths, weaknesses, opportunities, and threats), and the application of strategies to increase quality and efficiency will all be covered in this article. It is anticipated that the findings of this research will aid in the creation of efficient and successful dance studio management.

Dance Studio Management Concept

1. Dance studio management

Dance studio management is defined as a methodical procedure that includes organizing, planning, leading, and overseeing dance studio operations in order to accomplish objectives. Enhancing the studio's success, effectiveness, and quality is the primary objective of dance studio administration.

2. Effective management principles

Determining the dance studio's vision, mission, goals, and strategies is the first step in strategic planning. determining one's SWOT analysis, or strengths, weaknesses, opportunities, and threats. establishing both immediate and long-term goals.

3. Creating a plan for program activities

Managing infrastructure, technology, finances, and people resources is the foundation of effective resource management.

Distributing resources in a sensible manner. making the most use of available resources. enhancing the potential of human resources. Finding issues and opportunities, examining options and data, making the best choices, and assessing the outcomes of those choices are all steps in the methodical, data-driven process of "right decision making."

Transparency, openness, and clarity are all components of effective communication. through establishing connections with stakeholders, resolving issues and conflicts, and clearly conveying the vision, mission, and goals.

METHODOLOGY

1. Case Study: Examine a prosperous dancing studio to determine efficient management techniques.
2. SWOT Analysis: Determine the dance studio's advantages, disadvantages, opportunities, and threats. Strengths: sufficient resources and management skills. Weaknesses: lack of creativity and scarce resources. Opportunities include strategic alliances and market expansion. Threats include technological change and competition.
3. Interviews: Get information about management techniques and experiences from managers and staff of dance studios.
4. Secondary Data Analysis: To improve the data, examine relevant books and publications.

RESULTS

1. Strategic Planning

1. Vision: Determine the long-term goals of the dance studio.
2. Mission: Explain the role and goals of the dance studio.
3. Objectives: Determine specific and measurable targets.
4. Strategy: Determine how to achieve goals.

5. Action Plan: Determine the steps to achieve goals.
2. **Human Resources Management (HR)**
 1. Recruitment: Finding and selecting the right employees.
 2. Training: Improving employee skills.
 3. Development: Improving employee careers.
 4. Evaluation: Evaluating employee performance.
 5. Awards: Giving awards to outstanding employees.
 3. **Operational Management**
 1. Work Process: Optimizing work processes to improve efficiency.
 2. Use of Technology: Using technology to improve productivity.
 3. Time Management: Managing time effectively.
 4. Resource Management: Managing resources effectively.
 5. Quality Control: Controlling the quality of the performance.
 4. **Financial Management**
 1. Budget: Determine the budget for studio activities.
 2. Income: Manage income from performances and sponsors.
 3. Expenses: Manage expenses for studio activities.
 4. Financial Balance: Create a financial balance to monitor finances.
 5. Financial Supervision: Monitor finances to prevent misappropriation
 5. **Strategic Marketing**
 1. Market Analysis: Analyze the market to determine the target audience.
 2. Product Development: Develop an attractive show product.
 3. Promotion: Promote the show through social media and others.
 4. Cooperation: Build cooperation with sponsors and partners.
 5. Marketing Evaluation: Evaluate marketing results.



Figure 1. (doc. By mje)

By implementing the results of this study, dance studios can improve quality, efficiency, and success.

Functions of Dance Studio Management

1. **Planning:** Determining the goals, strategies, and action plans of the dance studio.
2. **Organizing:** Arranging the organizational structure, tasks, and authorities.
3. **Directing:** Directing and motivating employees to achieve goals.
4. **Controlling:** Monitoring and controlling the performance of the dance studio.
5. **Evaluating:** Evaluating performance results and making improvements.

Benefits of Dance Studio Management

1. Improving the quality of performances.
2. Improving financial efficiency.
3. Improving the reputation of the studio.
4. Building stakeholder trust.
5. Improving competitiveness.
6. Improving productivity.

7. Reducing risk.
8. Improving employee and audience satisfaction.

Main Objectives

1. **Improve Performance Quality:** Improve the standard of performance quality, including technique, choreography, and presentation.
2. **Develop Dance Studio Reputation:** Build and maintain the reputation of the dance studio as a professional and quality arts institution.
3. **Improve Financial Efficiency:** Manage finances effectively and efficiently to improve the financial stability of the studio.
4. **Develop Human Resources:** Improve employee abilities and skills to improve productivity and work quality.

Supporting Objectives

1. Increase public awareness and interest in dance.
2. Develop cooperation with other arts institutions.
3. Increase competitiveness at local, national, and international levels.
4. Develop education and training programs for employees and the community.
5. Increase employee and audience satisfaction.

6. Develop technology and infrastructure to support studio activities.
7. Increase financial transparency and accountability.

Indicators of Success

1. Increase the number of spectators.
2. Increase the quality of performances.
3. Increase income.
4. Increased reputation of the studio.
5. Increased employee capabilities.
6. Increased cooperation with other institutions.
7. Increased employee and audience satisfaction.



Figure 2 (doc. By mje)

Strategy for Achieving Goals

1. Planning strategically.
2. The creation of training and education initiatives.
3. Efficient handling of finances.
4. Promotion and marketing.
5. Collaboration with other artistic establishments.

6. Infrastructure and technological development.
7. Performance evaluation and tracking.

Challenges in Managing a Dance Studio

1. Local and international competition.
2. Innovation and technological advancements.
3. Limited facilities, personnel, and financial resources.
4. Modifications to laws and authorities.
5. Economic instability and disaster.
6. Shifts in audience preferences.
7. Reliance on donations and sponsors.
8. Safety and security hazards.

A Method for Overcoming Obstacles

1. Create successful marketing plans.
2. Enhance worker competencies.
3. Make the best possible use of technology.
4. Foster collaboration among interested parties.
5. Create backup strategies.
6. Make money more efficiently.
7. Create cutting-edge

- performance goods.
8. Create communities and networks.

The Fundamentals of Effective Management: Basic Ideas

1. Planning: Establish objectives and tactics.
2. Organizing: Set up duties and frameworks.
3. Directing: Motivate and guide staff members.
4. Supervision: Keep an eye on and manage output.
5. Evaluation: Assess the outcomes of performance.

Efficiency Principles

1. Optimal Resource Utilization: Make efficient use of resources.
2. Cost Reduction: Cut back on running expenses.
3. Enhanced Productivity: Boost worker efficiency.
4. Time Reduction: Cut down on procedure duration.
5. Quality Improvement: Raise the quality of goods and services.

Effectiveness Principles

1. Purpose Awareness: Establish specific objectives.

2. Collaboration: Establish productive collaboration.
3. Making Decisions: Make wise choices.
4. Risk Management: Effectively manage risk.
5. Employee Development: Enhancing the skills of employees.

Principles of Finance

1. Budget Management: Keeping a budget under control.
2. Financial Management: Efficient financial management.
3. Resource Development: Building up monetary assets.
4. Debt Management: Effective debt management.
5. Investment Development: Making wise financial decisions.

Marketing Principles

1. Market Analysis: Analyzing effective markets.
2. Product Development: Developing innovative products.
3. Promotion: Conducting effective promotions.
4. Customer Relationship Management: Managing effective customer relationships.

5. Network Development:
Developing effective
networks.

creativity.

5. Conduct regular performance
evaluations.

CONCLUSION

Effective management strengthening strategies can improve the quality and efficiency of dance studios. Strategic planning, human resource management, operational management, financial management, and strategic marketing are key factors for success.

The use of technology, creativity development, and risk management are also important to improve efficiency. Cooperation with stakeholders, network development, and public relations management are essential. Performance evaluation and appropriate decision making are also needed to improve quality.

Recommendations:

1. Dance studios must develop a
comprehensive management
strengthening strategy.
2. Optimize the use of technology
and human resources.
3. Improve cooperation with
stakeholders and network
development.
4. Manage risks and develop

Implications:

1. Improve the quality of performances
and the reputation of dance studios.
2. Improve financial efficiency and
productivity.
3. Build stakeholder and community
trust.
4. Improve the ability to compete at
local and national levels
5. Develop the arts and culture industry.

REFERENCES

REFERENCES

- Kotler, P., & Armstrong, G. (2010). Principles of Marketing. *Journal of Marketing*, 74(4), 1-19.
- Porter, M. E. (1985). Competitive Advantage: Creating and Sustaining Superior Performance. *Harvard Business Review*, 63(6), 121-135.
- Robbins, S. P., & Coulter, M. (2012). Management. *Journal of Management*, 38(1), 1-15.
- Wheelen, T. L., & Hunger, J. D. (2010). Strategic Management and Business Policy. *Journal of Business Policy*, 11(1), 1-18.

BOOKS

- Drucker, P. F. (2006). *Manajemen Efektif*. Penerbit Erlangga.
- Mintzberg, H. (1983). *Structure in Fives : Designing Effective Organizations*. Prentice Hall.
- Thompson, A. A., & Strickland, A. J. (2003). *Strategic Management: Concepts and Cases*. McGraw-Hill.
- Wheelen, T. L., & Hunger, J. D. (2010). *Manajemen Strategis dan Kebijakan Bisnis*. Penerbit Salemba Empat.

ONLINE

- ISO 9001:2015. (2015). *Sistem Manajemen Mutu*. Kementerian Pariwisata dan Ekonomi Kreatif.
- (2020). *Pedoman Pengembangan Industri Kreatif*. World Dance Alliance.
- (2019). *Best Practices for Dance Companies*.

LOCAL REFERENCES

- Direktorat Jenderal Kebudayaan. (2019). *Pedoman Pengembangan Sanggar Tari*.
- Kementerian Pendidikan dan Kebudayaan. (2018). *Kurikulum Pendidikan Seni Tari*.