

Marketing Strategy Analysis in Increasing Quantity Hypnotherapy Training Participants on Indonesian Hypnosis Center (LKP IHC) Courses and Training Institute in Mataram City Province West Nusa Tenggara

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Abstract

This study aims to find out how the marketing strategy in accordance for applied to LKP English Hypnosis Center (IHC) in increasing the number of trainees in time pandemic COVID-19 based on an analysis SWOT (Strengths, Weaknesses, Threats, Opportunity). In this study, the author uses a qualitative method with the technique of triangulation data. Technique collection data used is method observation, Interview, documentation, and questionnaire. Technique analysis data used are SWOT analysis, IFAS matrix, EFAS matrix, SWOT diagram, and the SWOT matrix. Furthermore, based on the results of the analysis using the IFAS matrix, EFAS matrix, SWOT diagram, and SWOT matrix, then it can be it is known that the LKP Indonesian Hypnosis Center (IHC) is running strategy SO (Strength- Opportunity) is a strategy where the organization uses their strengths and opportunities to run their business. With thereby LKP English Hypnosis Center (IHC) should concentrate maintain and increase program training which varies according to the needs of the community with 3 main points, namely: (1) Utilization of social media with a maximum for promotion sales. (2) Use of online seminars to expand market segments and increase the quantity of loyal participant training. (3) Development program training in accordance needs as adjustment self so that effort permanent endure in time pandemic.

Keywords

strategy marketing;
analysis SWOT; increase
quantity participant



I. Introduction

In early March 2020 the government announced to for the first time, there have been two cases of positive Covid-19 loyal participants in Indonesia. Amount The number of cases and the number of deaths due to Covid-19 is increasing and widespread very fast. So with Thing the President Secrete Regulation Government of the Republic of Indonesia Number 21 of 2020, concerning Restrictions Large-Scale Social To Accelerate Handling of Corona Virus Disease 2019 (Covid-19). (Irfanudin et al., 2020)

These regulations have an impact on political, economic, social, and cultural aspects in Indonesia, where the routine pattern of people Indonesia changes since entering the pandemic. All activities carried out outside the home must be reduced such as studying, working, and even selling. The government recommends doing it from home. It is very difficult to carry out because previously no one thought condition pandemic this. Economy Indonesia continues to experience a crisis and has an impact on all sectors without exception. Some large companies ended up going out of business and to do subtraction employees and trainers. (Asbary et al., 2020).

As a result, many independent business sectors have sprung up to survive live and earn during the pandemic. Therefore, the businessman needs to think intelligent to do application strategy marketing which in accordance so that could maintain his business, so that position company in the market could return improved.

Stability of the level of sales that continues to increase every year according to the number and quality of training programs in the training program company, is one of the strategies marketing that effective. Party Management attempted to reduce the impact threat that comes with making something strategy that is capable of utilizing in various opportunities (Wulandari, 2014).

Something plan which will in make it happen in field marketing could be called a marketing strategy. To get maximum results, strategy Marketing has a broad scope in the field of marketing, including: is a strategy in dealing with competition, pricing strategy, program strategy training, strategy promotion, etc. Strategy marketing applies to all sector companies, including training and service.

Minister of Industry Airlangga Hartarto said the 4.0 industrial revolution is a transformation effort towards improvement by integrating the world online and line training programs in the industry, where all program processes training walk with the Internet as a crutch main.

LKP Indonesian Hypnosis Center (IHC) is a professional institution that stand up since 2010 in the field of training source power man which using Hypnosis Always Provide Education To The Community That Knowledge This Very Beneficial For Life Man, Specifically In Change Behavior And Remove Disease Which sourced From Thought,

Feeling, and Behavior

LKP Indonesian Hypnosis Center (IHC) has become a partner of various agencies/companies in employee and trainer capacity-building programs. LKP Indonesian Hypnosis Center (IHC) has also become a permanent consultant from several agencies/companies with the principle that human resources are assets from management, so that seen need for accompaniment and coaching in fulfilling the target agency/company.

Without high expectations, 12 years of running this business happened enhancement which good response good also from loyal participants about Hypnotherapy training and services. Marketing strategy carried out by utilizing promotion on social media like Facebook, Websites, and Instagram. However, strategy the not enough accurate could maintain this Training Workshop, seeing the increasingly sophisticated social world the current media makes entrepreneurs must be able to think smart to make something creative in introducing programs to their training. Enter situation pandemic, LKP English Hypnosis Center (IHC) also gets the effect. Sales continue to decline, this is because the Indonesian people are more focused on health and basic needs daily for the sake of continuity in their life. And pandemic, Becomes a problem for the LKP Indonesian Hypnosis Center (IHC) to be able to maintain its business.

LKP Indonesian Hypnosis Center (IHC) will teach participants to be loyal to could spirit in work and specifically many cases worry arises because of the effects of this Covid 19, will also face cases motivation, as we know many employees and trainers are laid off, students who undergo the process of learning from home, the warriors of humanity who are currently struggling and dealing directly with Covid 19, they need to be motivated again so that the spirit returns to its full potential and self increase, then life can walk normal return. Sihombing (2020) state that Covid-19 pandemic caused everyone to behave beyond normal limits as usual. The outbreak of this virus has an impact especially on the

economy of a nation and Globally (Ningrum, 2020). The problems posed by the Covid-19 pandemic which have become a global problem have the potential to trigger a new social order or reconstruction (Bara, 2021).

In simple terms, the Indonesian Hypnosis Center (IHC) LKP program aims to increase self-awareness and develop imagination creative for employees and trainers in an agency. Raise awareness self in the form of activity mindfulness, breathing, awareness body, awareness potency self and understanding about price self, image self until draft self. Whereas developing imagination creative is so that someone still has hope for the future, because as we know hope is energy in life, very just somebody loses hope so she it could be will lose mood to live.

LKP Indonesian Hypnosis Center (IHC) is facing intense competition strict with LKP Hypnotherapy others which kind of in Indonesia. Thing the proven with table 1.1 which sells Program LKP Hypnotherapy which same in Indonesia, are as follows:

Table 1. Data LKP Hypnotherapy which kind of in Indonesia

NO	NAME LKP Hypnotherapy	ADDRESS
1	NHC / NUSANTARA Hypnotic Center	PRAYA, LOMBOK
2	LKP PKN (PADEPOKAN KEMBANG NUSANTARA)	BEKASI, JAVA WEST
3	LKP MMH (MASTER MIND Hypnotic)	POOR, EAST JAVA
4	LKP AMERTA Bakti	DENPASAR, BALI
5	LKP ENGLISH ART CENTER	SUMBAWA
6	LKP INDONESIAN LIFE SKILL ACADEMY (ILSA)	KARAWANG, WEST JAVA
7	INDONESIAN HOLISTIC LKP	BOGOR, WEST JAVA
8	LKP QUANTUM OF MIND	YOGYAKARTA

Source: Data <https://hipnotis.or.id/member-area/master-data/List-lkp>

Based on Table 1, it is proven that the Indonesian Hypnosis LKP Center (IHC) has many competitors in the same business. Then the owner must do innovation and strive to arrange marketing so that could seize market share. To be widely known by the public so that they can increase sales as well as could maintain the business from a competitor with LKP hypnotherapy which kind. However in reality LKP Indonesian Hypnosis Center (IHC) year has a sale which not stable. Can be seen from the data for the sale year 2019-2021 following this:

Table 2. Data Sale LKP English Hypnosis Center Period 2019 – 2021

Year	Type of training	Volume	Sale (gross)
2019	Level 1 fundamentals Hypnosis	876	2,190,000,000
2020	Level 1 Fundamentalshypnosis	3359	8,397,500,000
2021	Level 1 Hypnosis Fundamentals	1588	3,970,000,000

Source: LKP English Hypnosis center, 2021

From the table above, it can be seen the level of sales of the Indonesian Hypnosis LKP Center (IHC) from year to year is not stable. From 2019 to 2020 experienced an

increase in loyal participants in Level 1 Fundamental Hypnosis training. But in the year 2021 has decreased. Phenomena that occur at LKP Indonesian Hypnosis Center (IHC) other than face competitor with LKP hypnotherapy which kind of also face conditions which not enough stable consequence existence Pandemic Corona Virus or which abbreviated as Covid, which resulted in the sale of LKP Indonesian Hypnosis Centre (IHC) is quite low. There are government appeals and regulations not to out of the house, of course, it affects many things including Training LKP Indonesian Hypnosis Center (IHC) Hypnotherapy Workshop, so that's enough hinder marketing from LKP English Hypnosis Center (IHC) which usually do training every week at the hotel but with the Covid-19 limits the ability to hold events that cause crowds. So that LKP Indonesian Hypnosis Center (IHC) cannot conduct training like normal and must change or innovate in training loyal participants so that able to survive in time pandemics this covid-19.

II. Research Method

The type of study used is type study qualitative. Sugiyono (2017:9) explain that method study qualitative is a research method based on philosophy postpositivism, used for researching on condition object that is natural (as opposed to experimental) in which the researcher is as instrument key, and technique collection data conducted by triangulation (combined), inductive/qualitative data analysis, and results in study qualitative more emphasize meaning from on generalization. In the study qualitative no use population, because study Qualitative research departs from certain cases that exist in certain social situations and results in the study no will enforced to population, but transferred to the place others in social situations that have similarities with the social situation in the case of which studied. The sample in qualitative research is also not called a statistical sample, but a theoretical sample, because of research purposes qualitative is to generate theory.

The source of data in this study is primary data that comes from direct sources, namely Mrs. Ricka Ovelia as Owner, Mr. Muhammad Hilan Khulaifi, SM. as Head Office, Ivan Suaidi, MM as Training Manager, Dr. Achmad Fauzan Asmara, Cht, S.Psi., M.Psi., MM, as the LKP Indonesian Hypnosis Instructor Centre, Rr. Badriuwati Atiwi Probo, S.Sos, as LKP Indonesian Alumni Hypnosis Center and loyal participants of LKP Indonesian hypnosis center training period 2018 – 2022. The data analysis technique uses descriptive analysis with a SWOT analysis model. Rangkuti (2018:20-21) explains that the performance company could be determined by a combination factor internal and external. The second factor must consider in the SWOT analysis. SWOT analysis compare among factor of external opportunity (Opportunities) and threat (Threats) with the factor of internal strength (Strengths) and weakness (Weaknesses).

III. Discussion

Based on the calculation results of the IFAS and EFAS matrices, then then we can create and formulate a matrix strategy formulation SWOT or also known as matrix TOWS. Matrix SWOT is wrong one way to get an explanation of more details about each strategy is by using points - points internal and external so that form conclusion from each – each strategy is strategy SO (*Strength – Opportunity*), strategy WO (*Weakness – Opportunity*), ST strategy (*Strength – Threat*), WT strategy (*Weakness – Threats*).

Table 3. Matrix SWOT

<p style="text-align: center;">IFAS</p> <p style="text-align: center;">EFAS</p>	<p style="text-align: center;">Strength</p> <ol style="list-style-type: none"> 1. Have loyal participants 2. Have employees and trainers who have long and professional experience 3. The training program is the result of collaboration with Trainers 	<p style="text-align: center;">Weakness</p> <ol style="list-style-type: none"> 1. Ineffective company management 2. Implementation of less sophisticated information systems 3. There is no official company website 4. Undeveloped marketing strategy 5. Less marketing activity
<p style="text-align: center;">Opportunity</p> <ol style="list-style-type: none"> 1. Implementation of E-commerce 2. Funds for the development of LKP Indonesian Hypnosis Centre 3. Recruiting experts (marketing experts and trainers) 4. Move to a more strategic location 	<p style="text-align: center;">Strategy SO</p> <ol style="list-style-type: none"> 1. Develop business by utilizing E-commerce for Sales of online training programs and at the same time as a means of promoting LKP Indonesian Hypnosis Center. (S1, S3, O1, O2, O3) 2. Increase special promotions for regular loyal participants and additional benefits if they succeed in bringing in new customers. (S1, O2) 3. Recruit marketing experts and trainers who can develop LKP Indonesian Hypnosis Center (S2, O2, O3, O4) 	<p style="text-align: center;">Strategy WO</p> <ol style="list-style-type: none"> 1. Using the latest information system for the current LKP Indonesian Hypnosis Center system, especially in the Customer data collection. So that the level of data loss and data errors can be minimized. (W1, W2, O1, O2) 2. Making written SOPs to improve employee discipline and trainers for LKP Indonesian Hypnosis Center. (W1, O2, O3) 3. Creating the official website of the Indonesian Hypnosis Center LKP as a means of promotion and ease of information for access to loyal participants and the general public which can be a potential to bring in new consumers. (W3,

		W4, W5, O1, O2, O3) 4. Increase marketing activities through social media, either through influencer promotion or digital marketing. (W4, W5, O2, O3)
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<div style="text-align: center;"> EFAS IFAS </div>	Strength	Weakness
	1. Have loyal participants 2. Have employees and trainers who are experienced and professional 3. The training program is the result of collaboration with Trainers	1. Ineffective company management 2. Implementation of less sophisticated information systems 3. There is no official website for the trainer profile 4. Undeveloped marketing strategy 5. Less marketing activity
Threat	Strategy ST	Strategy WT
1. Growing competitors 2. Increase in operating costs 3. Changes in people's tastes and lifestyles 4. Government policy	1. Optimize and maintain relationships with all loyal participants of LKP Indonesian Hypnosis Centre in ways such as annual special appreciation events for loyal participants, giftaway training programs or free services with certain conditions. (S1, T1, T3) 2. Create a combined package of training programs and services so that a price can be formed that can attract loyal participants and new	1. Revitalize the management of the Indonesian Hypnosis Center LK to achieve a standardized corporate management that is adjusted to be able to balance out the closest competitors in terms of Indonesian Hypnosis Center LKP resources and the company's competitive ability. (W1, W2, T1, T4) 2. Implementing a computerized system and Online Media as a new tool in the LKP Indonesian Hypnosis

	consumers. (S2, S3, T1, T2, T3) 3. Establishing better cooperation or corporate merger with LKP Indonesian Hypnosis Center so that the company gets better support in terms of resources and funds. (S2, S3, T1, T4)	Center will be a new breakthrough in terms of marketing, management, coverage and development of a more modern LKP Indonesian Hypnosis Center. (W1, W2, W3, W4, W5, T1, T2 T3) 3. Constantly implement marketing communication mix activities to increase brand awareness and corporate image. (W4, W5, T1, T3)
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With involve para source person in making alternative the strategy of each category, then a mutual agreement is reached on details of the strategic points that can be applied by the company both the SO (*Strength – Opportunity*) strategy, WO (*Weakness – Opportunity*) strategy, ST strategy (*Strength – Threat*), WT strategy (*Weakness – Threats*).

Based on the analysis of the results diagram SWOT previously found condition company is at on quadrant 4 that is support strategy defensive, a defensive strategy is a WT (*Weakness – Threat*) strategy that is defensive and minimizes all weaknesses and threats. Results analysis show strategy this lah which by condition LKP English Hypnosis Center moment this. Strategy the is as follows:

1. Revitalize the management of LKP Indonesian Hypnosis Center to achieve customized enterprise management standards so that could balance competitors closest by source power LKP English Hypnosis Center and ability to compete company.
2. Implementing the latest computerized system as well as *Online Media* as means new in LKP English Hypnosis Center will become a breakthrough new well by marketing, management, and scope as well as the development of LKP English Hypnosis Center which is more modern.
3. Apply constant activity mix communication marketing to increase *brand awareness* as well as image company.

3.1 Linkages Results Study with Situation Moment

Based on the results of the research that has been done, the LKP Indonesian Hypnosis Center is aware of the many setbacks that occurred in LKP Indonesian Hypnosis Center that need to be overcome so that LKP Indonesian Hypnosis Center can compete again in today's market. Problems that occur can be seen not because only factors from activity marketing but amount factor - factor internal other through the results of this research internal parties understand how important the internal quality of a company is before moving forward to stage to compete with the market which there is. With the national emergency pandemic situation (Covid-19 Pandemic) experienced country moment this including in Indonesia. The strategy obtained through the results study which has

conducted very in accordance for applied on condition now where companies need to implement defensive strategies in the face of the current national pandemic situation is trying to maintain Business Company and minimize the weaknesses and threats as much as possible.

3.2 Effort LKP English Hypnosis Center (IHC) in face Pandemic COVID-19 to Maintain Business

The phenomenon of *hypnosis* in Indonesia is still common, in contrast to other countries that have used hypnosis in various aspects, such as examples of the application of hypnosis in the fields of health, education to productivity improvement of human resources. Loyal training participants can use hypnosis in overcoming mental problems such as stress, and excessive anxiety, and increase knowledge, attitudes, and skills so that they can understand the phenomenon of hypnosis in terms of science. By looking at the existing phenomena, the efforts of the LKP Indonesian Hypnosis Center in face Pandemic COVID-19 to be able to maintain its business, namely:

a. Training Program

The training program is everything that the company offers to improve program training which varies according to the needs of the community in need.

The programming aspect is a benchmark for a company to increase sales and develop its economy to be superior to other competitors. So in creating a training program the company needs to offer a quality program so that consumers feel that the program can meet their needs.

Based on interviews that the researchers conducted with the Owner, Office Manager, and Training Manager, it was found that the LKP Indonesian Hypnosis Center's strategy to increase the number of loyal participants was (1) Maximum utilization of social media for sales promotion. (2) The use of online seminars to expand market segments and increase the number of loyal training participants. (3) Development of training programs as needed as an adjustment so that businesses can survive during the pandemic. by always maintaining the quality of the programs and trainers displayed. Loyal participants feel that the quality of the programs presented is under the prices offered. Based on field observations, it can also be seen that many loyal participants are loyal and don't just follow one level of the hypnosis fundamental program, even to the next level.

According to Kotler and Armstrong (2011), a product is anything that can be offered to the market to attract attention, acquisition, use, or consumption that can satisfy a want or need.

b. Price

According to Tjiptono (2005), a price is a monetary unit including other goods or services that are exchanged to obtain ownership rights of an item or service. For this reason, prices can be said to be standard, high, or cheap depending on each consumer with different background. Because the price is an important component in running a business that provides income for the company. Therefore, every company needs to set prices appropriately, because prices are flexible, meaning they can change according to company policy.

Based on interviews conducted by researchers with Owners, Office Managers, and Training Managers, it was found that the efforts made by LKP Indonesian Hypnosis Center to increase the number of loyal participants were by providing a price from the beginning of the training with a fixed price of 2,500,000 which was affordable for the middle and upper class. So that loyal participants who want

training do not need to worry about the price offered because the price is still affordable with the facilities that have been obtained.

c. The place

The place aspect in the marketing mix is a place of business where the buying and selling process is carried out. This aspect is very important because it must understand the location of the location which is quite strategic and easily accessible by loyal participants.

According to Heizer & Render (2015), location is a cost and revenue driver, so location often has the power to make a company's business strategy. The strategic location aims to maximize the benefits of the company's location.

Based on interviews that researchers conducted with the Owner, Manager Office, and Training Manager of the Indonesian Hypnosis Center LKP, it was found that the efforts made by the LKP Indonesian Hypnosis Center to increase the number of loyal participants were by choosing a training location at a minimum 3-star hotel that was strategic and easily accessible to participants. loyal to make loyal participants not difficult to come. Then the loyal participants are also comfortable while studying because the hotel has complete facilities in air-conditioned rooms, lots of seats, and a fairly large parking area.

d. Promotion

Based on interviews conducted by researchers with the Owner, Manager Office, and Training Manager of the Indonesian Hypnosis Center LKP, it was found that the strategy adopted by the LKP Indonesian Hypnosis Center was to use social media as a means to facilitate promotion. The social media used are Facebook Add, Instagram, and websites. Then other promotions use advertising media, placing banners on the streets, and distributing brochures on the streets. Through promotional activities carried out, it can make LKP Indonesian Hypnosis Center attract loyal prospective participants.

According to Rangkuti (2009) promotion is one of the elements in the company's marketing mix that is utilized to inform, persuade, and remind about the company's products.

e. Service

Based on interviews that the researchers conducted with the Owner, Office Manager, and Training Manager of the Indonesian Hypnosis Center LKP, it was found that the strategies implemented by the Indonesian Hypnosis Center Training LKP and implemented by employees were able to make customers comfortable and even come back again. Employees are given directions to serve customers sincerely, politely, smiling, and patiently. When customers chat, we help with quick responses that are being asked about training by loyal participants and serve until prospective loyal participants finish making payment transactions.

According to Gronroos quoted by Tjiptono (2011), service is a process consisting of a series of intangible activities that usually (but not always) occur in interactions between consumers and service employees, physical resources, goods, or service provider systems provided as a remedy for consumer problems.

According to Zein (2009) service is a word that for service providers is something that must be done well.

IV. Conclusion

Based on the results study and the discussion which has conducted in this study, the researcher concludes the study this that is as follows:

- a. LKP Indonesian Hypnosis Center strategy in increasing competitiveness Indonesian Hypnosis Center LKP can implement business development strategies in increasing competitiveness by implementing defensive strategies, defensive strategies are strategies to survive and minimize all weaknesses and threats faced by the company. Referring to the results of the analysis, LKP The Indonesian Hypnosis Center should implement the WT (Weakness – Threat) strategy, which is a strategy that aims to overcome the weaknesses and threats of the Indonesian Hypnosis Center LKP so that the Indonesian Hypnosis Center LKP can begin to develop and improve its competitive ability. The strategies are as follows:
 - 1) Revitalize the management of LKP Indonesian Hypnosis Center to achieve standardization of corporate management that is adjusted to be able to balance the closest competitors in terms of resources of LKP Indonesian Hypnosis Center and the company's competitive ability.
 - 2) Implementing the latest computerized system and Online Media as a new tool in LKP Indonesian Hypnosis Center will be a breakthrough in terms of marketing, management, coverage, and development of LKP Indonesian Hypnosis Center which is wider International.
 - 3) Constantly implementing marketing communication mix activities to increase brand awareness and corporate image.
- b. The constraints of the Indonesian Hypnosis Center LKP can be seen from the SWOT analysis consisting of Internal and External Factors.
 - 1) Factor Internal LKP English Hypnosis Center
Based on the research that has been done, the results of the factors internal LKP English Hypnosis Center that is Factor weakness in the form of management LKP English Hypnosis Center which less effective, the application of less sophisticated information systems, no there is an official website for trainer profiles, undeveloped marketing strategies, activity marketing that not enough.
 - 2) Factor external LKP English Hypnosis Center
Based on the research that has been done, the results of the factors external LKP Indonesian Hypnosis Centre i.e. Factor threat in the form of a competitor which growing, increasing operational costs (hotels and airline tickets), change appetite and style life Public, policy government.
- c. Based on the results of the analysis conducted by the researchers, it can be concluded that the LKP English Hypnosis Center (IHC) in facing Pandemic COVID-19 can maintain its business, in terms of providing the training programs provided, namely by maintaining the quality of the programs and trainers. With a target for all circles, LKP English Hypnosis Center (IHC) must maintain the quality of the training program and trainers so that loyal participants are not tempted by other hypnosis LKP. LKP's efforts English Hypnosis Center (IHC) in setting the price is according to the target market. Because the target applies to the middle and upper class, it provides an affordable price with an estimated expenditure but by emphasizing costs, and never increase from LKP Hypnosis Center (IHC) was established in 2010 until now, From the location, LKP training Indonesian Hypnosis Center (IHC) the efforts made in selecting the training location, namely in the city center hotel, are indeed correct, because this location is very strategic. Become a loyal participant who takes

part in training classes at LKP Indonesian Hypnosis Center (IHC) can easily find hotel locations in their respective cities, here loyal participants will also feel comfortable while studying and get the facilities that loyal participants need. Efforts made by the Indonesian LKP Hypnosis Center (IHC) when promoting the program by utilizing social media as a medium for promotions such as Facebook add, Instagram, Website, Tik Tok, to find out the latest training programs, upcoming events, or other promotions. However, promotions are also carried out through offline media to offer their products, such as installing roadside banners and distributing brochures. So some of the indicators mentioned above are the key to the success of the marketing mix

Based on the results of research and discussions that have been carried out, the researcher gives suggestions as follows:

- a. LKP English Hypnosis Center doesn't only depend on the income earned from permanent loyal participants and consumers new just, LKP Indonesian Hypnosis Center must keep up with the times and take advantage of the latest technologies currently available, especially maximizing the use of online media both in sales and online marketing, is expected to be more active in conducting innovations related to marketing to increase the number of sales.
- b. Revitalizing the company is a good step so that LKP Indonesian Hypnosis Center can return to a normal point of business able to compete and this can also be an attraction for investors new who want to work same.
- c. Apply system computerized with program latest in preparation of the company's financial statements, so that business development could be seen by more detailed and maximizing accuracy report which needed for process planning, forecasting, and determination direction company.
- d. Braid cooperation which good with all institutions and companies related that require self-development of thought in institutions and companies and involve all alumni to be involved in all programs Indonesian LKP Hypnosis.
- e. LKP Indonesian Hypnosis Center can develop private class programs as internal programs for loyal participants who want more privacy.

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