

Marketing Communication in Attracting Students

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Received: February 2023; Accepted: April 2022; Published: June 2023

Abstract

In today's highly competitive higher education landscape, the increasing number of universities offering similar programs has intensified the competition for prospective students. As a result, students have become more selective in choosing their educational institutions. To attract the interest of prospective students, universities need to differentiate themselves through effective marketing messages and strategies. This study focuses on Universitas INABA and its efforts to communicate its unique values and advantages in terms of curriculum, facilities, faculty, and learning environment. The research begins with market analysis and identification of a target group of prospective students with similar needs and characteristics. Following market segmentation, Universitas INABA determines key messages to convey to these prospective students, emphasizing academic excellence, modern campus facilities, industry partnerships, and career development support. The selection of communication channels includes an informative and appealing university website, direct interaction through social media platforms, and participation in educational exhibitions. Effective marketing communication plays a vital role in building a positive brand image, increasing awareness and brand awareness, as well as boosting enrollment numbers. Continuous evaluation and improvement are essential for the university's marketing strategies. Data and feedback from prospective students, current students, and alumni are collected to evaluate the effectiveness of the marketing efforts. This research provides insights into the development and implementation of marketing strategies in higher education institutions, with implications for student recruitment and institutional success.

Keywords: Marketing Strategies; Higher Education; Students Recruitments.

Abstrak

Dalam persaingan yang ketat di dunia pendidikan tinggi saat ini, peningkatan jumlah perguruan tinggi yang menawarkan program-program serupa telah meningkatkan persaingan untuk mendapatkan calon mahasiswa. Sebagai hasilnya, calon mahasiswa menjadi lebih selektif dalam memilih institusi pendidikan mereka. Untuk menarik minat calon mahasiswa, perguruan tinggi perlu membedakan diri melalui pesan-pesan dan strategi pemasaran yang efektif. Penelitian ini berfokus pada Universitas INABA dan upayanya untuk mengkomunikasikan nilai-nilai unik dan keunggulan dalam hal kurikulum, fasilitas, dosen, dan lingkungan belajar. Penelitian ini dimulai dengan analisis pasar dan identifikasi kelompok target calon mahasiswa dengan kebutuhan dan karakteristik serupa. Setelah melakukan segmentasi pasar, Universitas INABA menentukan pesan-pesan kunci yang ingin disampaikan kepada calon mahasiswa, dengan menekankan keunggulan akademik, fasilitas kampus yang modern, kemitraan dengan industri, dan dukungan pengembangan karir. Pemilihan saluran komunikasi meliputi situs web universitas yang informatif dan menarik, interaksi langsung melalui platform media sosial, dan partisipasi dalam pameran pendidikan. Komunikasi pemasaran yang efektif memiliki peran penting dalam membangun citra positif, meningkatkan kesadaran dan brand awareness, serta meningkatkan jumlah pendaftar dan mahasiswa baru. Evaluasi dan perbaikan terus-menerus menjadi hal penting dalam strategi pemasaran perguruan tinggi. Data dan umpan balik dari calon mahasiswa, mahasiswa aktif, dan alumni dikumpulkan untuk mengevaluasi efektivitas upaya pemasaran. Penelitian ini memberikan wawasan tentang pengembangan dan implementasi strategi pemasaran di institusi pendidikan tinggi, dengan implikasi bagi perekrutan mahasiswa dan keberhasilan institusi.

Kata Kunci : Strategi Pemasaran; Pendidikan Tinggi; Perrekrutan Mahasiswa.

doi: <https://dx.doi.org/10.51544/jlmi.v7i1.3871>

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INTRODUCTION

The Central Bureau of Statistics records that there are 3957 Higher Education Universities (2021) in Indonesia. This number includes 3,115 universities under the Ministry of Education, Culture, Research and Technology and also 842 universities under the Ministry of Religion. If differentiated by type, there are 3,792 private universities (PTS) and 183 units of state universities (PTN). In detail there are 548 universities in West Java. West Java is ranked first as the province with the highest number of tertiary institutions in Indonesia followed by East Java, namely 507 and Central Java with 312 tertiary institutions. Jakarta as the capital city of Indonesia ranks fourth with 311 tertiary institutions under the Ministry of Education and Culture and the Ministry of Religion.

The increase in the number of students continuing at the tertiary level is a promising market prospect for tertiary institutions. As actors in the education industry, private universities are competing to get more students. A special strategy is needed to introduce Private Higher Education to prospective students in order to gain trust. In the implemented strategy, analysis and evaluation must also be carried out so that marketing runs effectively.

Competition among tertiary institutions is getting tougher because more and more universities are standing and offering the same or similar study programs. The large number of these colleges causes prospective students to have many choices and become more selective in choosing a college that will be used as a place to gain knowledge.

Competition among private universities in Indonesia is a complex and interesting phenomenon to analyze. One of the main problems in this competition is accreditation and quality of education. Some private universities may have difficulty raising their educational standards, which may affect public perception and the attractiveness of prospective students. The difference in accreditation and quality of education between private universities is one of the determining factors in this competition.

In addition, the cost of education is also one of the problems in the competition for private universities. Higher tuition fees at private universities can be a barrier for prospective students from economically disadvantaged backgrounds. This has an impact on the accessibility of higher education and can influence the choice of prospective students in choosing a university.

Competition in student recruitment is an important factor in private university competition. To attract the best students, private universities often use aggressive or unethical marketing tactics. Some private universities may make false promises or pressure prospective students to apply. This problem raises ethical questions in private university competition.

In addition, popular study programs are also an arena for competition among private universities. Several private universities compete to offer study programs that are of interest to prospective students. This competition can create intense competition and differences in the quality of the courses offered. Students must be careful in choosing a study program that suits their interests and goals.

Limited resources become an important problem in the competition of private universities. Not all private universities have sufficient resources to develop quality educational infrastructure and facilities.

This limited resource can affect the ability of private universities to improve the quality of education and meet the needs of students. It is important for private universities to manage their resources efficiently and seek additional resources to support their growth and development.

In order to overcome this problem, private universities need to focus on improving the quality of education, transparency in marketing and student recruitment, as well as developing adequate human resources. The government also has an important role in supervising and regulating private university competition to make it more fair and beneficial to the public and prospective students.

Therefore, to attract prospective students, universities need to differentiate themselves from other universities with effective messages and marketing strategies. Higher education institutions must be able to communicate their unique values and advantages, both in terms of curriculum, facilities, lecturers, and the learning environment.

Effective marketing communications can help tertiary institutions build a positive image in the eyes of prospective students, increase awareness and brand awareness, and increase the number of applicants and new students. However, to achieve this, universities must develop creative and effective marketing messages and strategies, as well as master media that are relevant to the intended target market.

The Universitas Indonesia Membangun (INABA) is one of the private tertiary institutions that has transformed after previously being the STIE INABA. As a private university (PTS) that has just transformed into a university, INABA University has opened 2 new study programs, namely Communication Studies and Psychology. New Study Programs must be introduced to reach new students because they do not yet have graduates and students before.

Higher education marketing communications that have new study programs play a very important role in attracting prospective students. Higher education institutions must be able to clearly and attractively introduce their new study programs, as well as convince prospective students that the study program is the right choice for them. As a university that has just transformed from a high school and has a new study program, this is a challenge for universities because they have to find new target markets that were not owned before. The tertiary institution must be able to provide it to consumers, in this case students or parents.

By developing an effective marketing strategy, universities can increase awareness and brand awareness of their new study programs, as well as increase the number of applicants and new students for these study programs.

THEORETICAL REVIEW

Theoretical review in qualitative research is the stage in the research process where researchers study and deepen theories that are relevant to the research topic to be studied. The purpose of the theoretical review is to broaden the researcher's understanding of the topic under study, and provide a solid foundation for conducting research.

Marketing Communication

Marketing communication is a process or activity in business carried out to promote products or services offered to consumers. The main objective of marketing communications is to reach the target market and increase sales by building strong relationships between consumers and brands.

There are five elements in marketing communications, namely:

1. Promotion: activities carried out to increase sales by introducing and promoting products or services to consumers through media such as advertisements, direct sales, trade shows, or event sponsorship.
2. Advertising: activities to promote products or services through mass media such as television, radio, newspapers, magazines, billboards, or the internet.
3. Direct selling: activities carried out by selling products or services directly to consumers without going through sales intermediaries, for example by sending brochures or visiting consumers directly at their homes.
4. Direct marketing: activities carried out to promote products or services to consumers by sending promotional messages directly to consumers via mail or email.
5. Public relations: activities carried out to build a positive image of a brand or product through activities that promote products or services indirectly such as improving service quality, developing new products, or social activities.

Marketing communications also involve the process of developing marketing strategies, developing brands, and developing distribution channels. In developing marketing strategies, companies must consider market segments, consumer needs, competitors, and economic factors that affect the market. In brand development, companies must choose attractive names, logos and packaging and communicate brand values that suit consumer needs. In developing distribution channels, companies must choose the right distribution channels to reach target consumers. In the digital era, marketing communications also involve using social and digital media to promote brands or products. This includes using websites, social media, email and mobile applications to reach potential consumers.

RESEARCH METHOD

The qualitative research approach focuses on in-depth and descriptive understanding of the phenomenon or problem under study, by collecting data through techniques such as interviews, observation, and document studies. Data analysis was carried out inductively, by identifying patterns and findings that emerged from the data collected.

The case study qualitative approach is a qualitative research approach that aims to understand the phenomena that occur in certain cases in depth and detail. According to Robert K. Yin, a qualitative case study approach has several characteristics, including:

1. The case as the main object of research: Case study qualitative research focuses on a particular research object or case. The case is considered as a unit of analysis that can provide an in-depth understanding of the phenomenon being studied.
2. Natural context: Case study qualitative research is carried out in a natural context or actual reality. Researchers observe and study cases directly in the field, so that it is possible to understand the conditions that actually occur.
3. Emphasis on holistic understanding: Case study qualitative research emphasizes holistic understanding, namely understanding the whole case thoroughly and in depth. This is done by collecting data from various sources and using appropriate analytical techniques.
4. Inductive approach: Case study qualitative research is inductive in nature, namely building concepts or theories from data obtained in the field. This is done by collecting data, conducting analysis, and comparing data with existing concepts or theories.

The following are the steps for collecting data in this study:

1. Interview. Interviews were conducted with key informants to obtain data and answers related to research questions. Determination of key informants was also determined according to the capacity and position of the informants such as the Head of the Marketing Bureau, Marketing Staff and students. The key informant for the interviews are Arie and Ridho. Arie pointed as the first key informant because he work the head of marketing and his job is to manage all the strategies. Ridho as the head of Public Relations still related to support the strategies. The method is purposive sampling. Purposive sampling is a method of selecting interview informants based on the specific research objectives and data needs. In this method, the researcher selectively chooses informants who are believed to possess relevant knowledge, experience, or insights related to the research topic. The aim is to select informants who can provide in-depth understanding and specific insights into the phenomenon under investigation. This method is commonly used in qualitative research to gain a deeper understanding of the research subject, without focusing on statistical representativeness. The process of determining informants involves identifying criteria, selecting informants based on those criteria, and considering the diversity of informants chosen.
2. Literature Study. Literature study was carried out by identifying and searching relevant literature. An example is the theory of communication and marketing.
3. Observation. Observations were made in the form of systematic observations of the observed events, behaviors and phenomena. Observations were made for 3 months at the marketing and public relations department of the Universitas Indonesia Membangun (INABA).

RESULT AND DISCUSSION

Universitas Indonesia Membangun or also known as Univeristas INABA is a private university located in Bandung. This university is under the auspices of the Indonesia Membangun Foundation. In 2021, the Universitas Indonesia Membangun (INABA) was established from the transformation of STIE INABA (Sekolah Tinggi Ilmu Ekonomi Indonesia Membangun). STIE INABA was established in 1986. STIE INABA is a development of the Akademi administrasi Niaga Bandung (AAN-Bandung) which was founded in 1972.

This change is a new challenge and responsibility for Universitas Indonesia Membangun in making university achievements that have sufficient target numbers of students. At this time there are two departments that directly intersect with student achievement targets to become Inaba University students, namely the Public Relations section and also the Marketing section. In 2022, the Head of the Public Relations Bureau will be held by Ridho Riyadi, S.E.,MBA while the Head of the Marketing Bureau will be held by Arie Hendra Saputra, S.pd., M.M.

Literature Review

The research from Alyami and Nasiem mohammed (2022) said The study highlights the significance of integrated marketing communication (IMC) in organizations and its relationship with organizational culture. While IMC has been extensively explored in Western settings, its implementation in the Arab world, particularly in higher education institutions in Saudi Arabia, remains understudied. The research aims to fill this gap by conducting qualitative research in two public and two private universities in Saudi Arabia to examine the influence of national and organizational culture on the development and implementation of IMC. The findings indicate that private universities in Saudi Arabia demonstrate more flexibility and decision-making power in marketing communication due to their organizational structure, which is market-driven and less

influenced by national culture. In contrast, public universities face challenges such as lengthy approval processes and limited budgetary control, which are influenced by the hierarchical organizational structure and cultural factors. The study also reveals differences in gender segregation, leadership composition, and budget allocation between private and public universities.

In summary, the study emphasizes the importance of understanding the impact of national and organizational culture on IMC implementation in Saudi Arabian universities. Private universities show greater flexibility and market-driven approaches, while public universities face constraints due to hierarchical structures and cultural influences. The findings provide valuable insights into the design and implementation of IMC strategies in different university contexts, shedding light on the variations between private and public universities in Saudi Arabia.

The research from Janire, Lorea and Juan Jose stated that This exploratory paper focuses on the application of integrated marketing communication (IMC) in higher education institutions (HEIs) and its impact on business performance. The study utilizes linear regressions and CART trees to analyze the relationship between IMC adoption and business performance at institutional, faculty, and master's degree levels. The findings reveal a positive association between the extent of IMC implementation and business performance across these levels. The paper introduces new scales to measure the business performance of HEIs, emphasizes the importance of IMC in non-English speaking European countries, considers perspectives from both managers and academics, and highlights the significance of achieving a high level of IMC for improved sales, branding, and satisfaction in universities.

Marketing Communication

Integrated Marketing Communication

Integrated Marketing Communication (IMC) refers to a strategic approach that combines various marketing and communication elements to deliver a consistent and unified message to target audiences. It involves integrating different promotional tools such as advertising, public relations, direct marketing, sales promotion, and digital marketing, among others, to create a cohesive and synchronized marketing campaign. The aim of IMC is to ensure that all marketing communication efforts work together synergistically, reinforcing each other's impact and creating a stronger overall effect.

By utilizing IMC, organizations can effectively convey their brand message and engage with their target customers across multiple channels and touchpoints. It enables consistent messaging and branding, avoids fragmented or conflicting communication, and enhances the overall customer experience. IMC also allows for better coordination and integration of marketing activities, leading to improved efficiency and effectiveness in reaching marketing objectives. Ultimately, IMC helps organizations build stronger brand equity, increase customer loyalty, and drive business growth by delivering a unified and compelling message to their target audience.

School Visits

Forms of marketing communication refer to the various methods and channels of communication used by companies to promote their products or services to markets or consumers. In this research, the Universitas Indonesia Membangun (INABA) has several types of strategic approaches in marketing. Arie Hendra, Head of the Marketing Bureau for the 2022 period at the University of Indonesia, said that one of the approaches taken by the marketing department was a visitation to a high school where students would continue their studies at the university level.

“The form of visitation to high schools actually does not always have to be directly related to the campus promotions we are promoting, but can be combined with several training activities that are beneficial for prospective students in high school. This becomes a multifunctional soft promotion event.”



Figure 1. Marketing training for students at a high school in West Bandung district

The training given in West Bandung Regency is a form of the Universitas Indonesia Membangun promotion approach in promoting its university. This could be combined with providing training to high school students, which at that time was titled training on marketing. According to Arie, visitation visits to high schools in Bandung in particular have been scheduled and organized every month.

After the visits from the visitation and training took place, the Universitas INABA Marketing Team collected data on students who had the potential to continue studying at INABA by recording the student's name and including a telephone number that could be contacted. They also don't forget to provide a telephone number that can be contacted if there are prospective students who just want to ask about the information they want to know.

In the Marketing Team, Arie also said that teamwork is very important in determining and executing plans that will be made. Meeting routines are an alternative way to equalize the perception of plans within the team and find solutions to some unresolved problems.

“We have a solid marketing team where we already have a schedule to go to the destination, both of who is leaving and what will be presented there. The marketing team meeting has become a routine that will not be missed, so we already have plans for which destinations we will visit.”



Figure 2. Meeting of the Inaba University Marketing Team in order to discuss plans to be implemented

According to Arie, the visitation activities carried out to the high school schools could be established after collaboration and negotiations between INABA University and the high school to be visited. According to him, visitation is a marketing activity that raises a fairly high level of awareness. This can be seen when some prospective students who previously did not know INABA University at all became aware of its existence and even became interested in continuing their studies there.

INABA Telemarketing

Telemarketing in university marketing to prospective students is a strategy used by universities to contact potential prospective students by telephone to promote educational programs, explain the advantages of the university, and influence their decision to apply. In this case, according to the results of an interview with Arie Hendra Saputro as the Head of the Marketing Bureau at Inaba University, said that Inaba has a marketing team that is divided into two, namely field marketing and telemarketing. There are 10 members of the marketing team from the University of Indonesia, 6 of whom work in the marketing department and the remaining 4 work in the field (visit and others).



Figure 3. University of Indonesia Building Telemarketing Follow up prospective students via telephone

Based on the results of the interview with Arie, telemarketing is tasked with informing product knowledge such as which study programs are available at INABA University, promos for new students, academic and non-academic scholarships, as well as providing education regarding the graduate profiles of each study program to be taken. Telemarketing is also tasked with following up prospective students who have asked before.

“Apart from promotion and sales, telemarketing is also used as a tool for conducting market research. Marketers can use telephone calls to gather data about consumer preferences, market needs, or perceptions of a particular product or service. This information can assist in developing a more effective marketing strategy.”



Figure 4. Telemarketing at the University of Indonesia for Development also collects data prospective students who can be followed up another day

Arie also added that it is important to note that in telemarketing practices, it is important to respect privacy and comply with regulations that apply to the use of prospective students' personal data. Universities should ensure that they have the appropriate authorization before contacting prospective students by phone and providing the option to opt-out of marketing calls.

According to Arie, nowadays, with the development of technology and other communication alternatives, such as e-mail and digital marketing, telemarketing has developed into a form of multi-channel marketing involving various communication methods. However, the essence of telemarketing still lies in using the telephone as the primary means of communication.

Using of Social Media

The use of social media in university marketing has become an effective strategy in finding and attracting prospective new students. In this study, the authors conducted interviews with Ridho Riyadi as the Head of the Public Relations Bureau at the University of Indonesia Membangun. All social media used by the University of Indonesia Build under the authority of Inaba's Public Relations.

This is based on an interview with Ridho who said that the Public Relations section is very routine in planning what to post and what not. According to him, in addition to marketing activities a university must also pay attention to other things such as image and public opinion towards the university itself.

“The Public Relations section is indeed not a hard selling section as is done in the marketing section in general, but we conceptualize more towards image, campaigns and how the 'face' of the university is conveyed on social media.”

Based on an interview with Ridho, Universitas Indonesia Membangun is very routine and focused on creating content on social media. According to him, published information can be in the form of campus facilities, university achievements, campus activities, and testimonials from alumni.

Ridho also added that Universitas Indonesia Membangun uses paid advertising features on social media to promote study programs and campus activities. These ads can be targeted to prospective students based on the demographics, interests, and behavior of social media users. In addition, social media is optimized to create interesting and relevant creative content for prospective students, such as university profile videos, testimonials from alumni, and vlogs on campus activities. Such content can be published on the university's social media accounts or accessed via links shared on social media.

According to Ridho, the use of social media in university marketing can help increase the university's visibility and attract prospective students. However, Ridho also added that the use of social media must be done wisely and ethically to maintain the university's reputation.

“Holding competitions or events on social media that can attract the attention of prospective students, such as photography competitions or vlogs about campus. So, social media is used in more variants and creatively besides the promotional activity itself.”

One of the social media that is used periodically and routinely by Inaba's Public Relations is Instagram and YouTube social media. Based on an interview with Ridho, the University of Indonesia built it using advertising services on Instagram social media. This has had a positive impact where not a few Inaba students know Inaba from Instagram social media

Student gets student Program

The Student Get Student (SGS) program in university marketing is a strategy that aims to involve existing students in supporting the recruitment of new students. In this program, active students at the university are given incentives or performance-based incentives to recommend the university to potential prospective students.

The Student Get Student program can be an effective marketing strategy in increasing the awareness and interest of prospective students towards the university. Through active student involvement as brand ambassadors, this program can build personal connections, trust, and expand the university's marketing reach.

Universitas Indonesia Membangun applies the SGS program in conducting its marketing, this makes students actively involved in the marketing of Universitas Indonesia Membangun. Based on the results of observations and interviews with one of the students at the University of Indonesia, the SGS program was running effectively. Mochamad Rizki Setya Gustiana, a student at the Universitas Indonesia Membangun, said that he entered the Universitas Indonesia Membangun at the invitation of other students.

Based on an interview with Rizki, the SGS program is a very simple and easy program for students who want to earn extra money.

“I am also motivated to invite my friends to study at the Universitas Indonesia Membangun. Apart from being happy to have friends studying at the same place, they also received bonus rewards from the Universitas Indonesia Membangun.”

According to Rizki, in this program, active students at the university are given incentives or performance-based incentives to recommend the university to potential prospective students. According to him, the Student Get Student Program can be an effective marketing strategy in increasing the awareness and interest of prospective students towards the university. Through active student involvement as brand ambassadors, this program can build personal connections, trust, and expand the university's marketing reach.

Marketing Communication Process

Market Segmentation

The first step in the INABA University marketing communication process is market segmentation. INABA University analyzes the market and identifies groups of prospective students who have similar needs and characteristics. For example, a market segment could include high school students who are interested in Management, Accounting, Communication Science,

Psychology, Information Systems, Computer Systems and Masters in Management study programs for those continuing their Masters level. With clear market segmentation, INABA University can direct their communication efforts more effectively. Market segmentation is important for identifying and understanding potential groups of prospective students who have similar needs and preferences.

This allows INABA University to direct their marketing efforts more effectively and maximize the use of resources. According to Philip Kotler, one of the leading marketing experts, market segmentation involves separating consumers based on demographic, geographic, psychographic and behavioral characteristics. In the case of tertiary market segmentation, demographic factors such as age, gender, and level of education are important considerations. In addition, geographical factors such as the geographical location of prospective students also influence the decisions of universities in choosing the right market segment. Source: Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.

In the market segmentation process, INABA University uses accurate data and information to identify the right market segments. This involves analyzing secondary data, such as demographic data and consumer behavior, as well as conducting surveys and interviews to better understand the preferences and needs of potential students. With a better understanding of market segments, INABA University can develop more effective marketing strategies and achieve success in attracting prospective students.

Message

After market segmentation, INABA University determines the message to be conveyed to prospective students. The message should reflect the educational institution's unique strengths and values, such as academic excellence, modern campus facilities, industry partnership programs, or career development support. This message is made to attract the attention of prospective students and differentiate the college from other competitors.

In the INABA University marketing process, determining the message is an important step in designing an effective communication strategy to attract the interest of prospective students. Appropriate and relevant messages can help universities differentiate themselves from competitors, highlight their advantages, and influence prospective students' decisions in choosing INABA University.

The process of determining the message begins with a deep understanding of the prospective student as the target. INABA University studies the characteristics, needs and motivations of potential prospective students. This involves demographic, psychographic and behavioral analysis of prospective students, as well as engaging market research and surveys to gain deeper insights.

After understanding the prospective student targets, the next step is to identify the advantages and uniqueness of INABA University. The value that INABA University wants to raise is that the campus achieves both academically and non-academically. The marketing team is looking for potential high school students who have achievements to be able to continue their studies at INABA University.

The expert view in defining college marketing messages is David Aaker, a well-known branding expert. According to Aaker, college marketing messages must include four important elements: core beliefs, unique values, differential advantages, and evidence of credibility. A strong and effective message will combine these elements to create a positive impact on prospective students.

Messages must be tailored to the platform used, be it social media, website, brochure or exhibition event. Messages must also be adapted to the language and style of communication that suits the target prospective students.

Determining messages in INABA University marketing is a continuous process and can experience changes along with the development of tertiary institutions and changes in the preferences of prospective students. Therefore, INABA University feels it is important to continue to monitor the responses and feedback of prospective students to the messages conveyed, and make adjustments if necessary.

Communication Channel

INABA University chooses the communication channel that it feels is right to convey their message to prospective students. Communication channels from INABA University include informative and attractive college websites, social media to interact with prospective students directly and educational exhibition activities. INABA University also uses communication tools such as brochures, promotional videos, or successful student testimonials as a means of strengthening the message conveyed.

Website and Social Media

The INABA University website is one of the main communication channels in marketing. The website is well designed and informative, presenting information about the course, facilities, curriculum, fees and other important information. Social media such as Facebook, Instagram and Twitter are also used to interact with prospective students, share interesting content and build engagement.

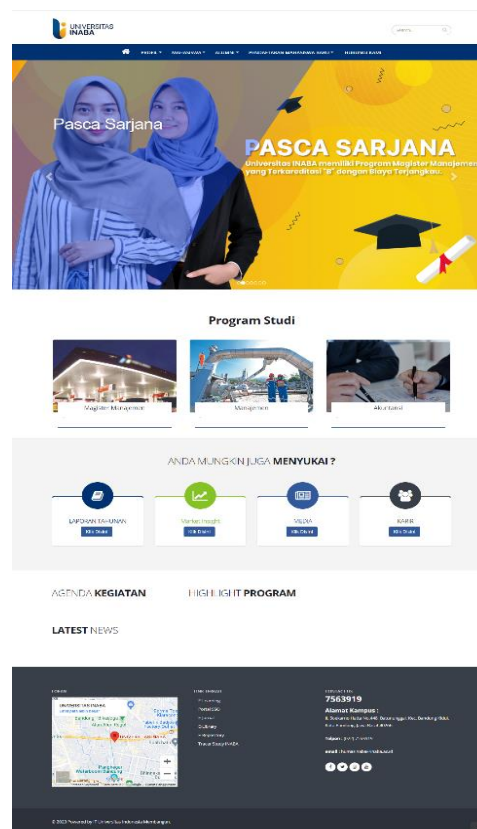


Figure 5. Display of the INABA University website home page.

Brochure and Printed Media

Brochures, pamphlets and other printed materials are still an effective communication channel in INABA University marketing. These printed materials are usually given out at educational exhibitions, school visits. Brochures are made visually attractive and provide clear information about the study program, the advantages of the college, and the registration process.

Evaluation and Improvement

It is important for INABA University to continuously evaluate their marketing communication process. They need to see how far their message reaches prospective students and whether the message is effective in attracting their interest. Through feedback from prospective students and data analysis, universities can identify their communication strengths and weaknesses and make necessary improvements to increase their effectiveness.

Marketing Evaluation

Evaluation of INABA University's marketing performance is carried out by collecting and analyzing relevant data, such as the number of applicants, registration conversion rate, student satisfaction, social media traffic and so on. By measuring these performance indicators, INABA University can evaluate the effectiveness of the marketing strategy that has been implemented.



(Figure 6. Marketing process evaluation data through social media)

Market and Competition Analysis

INABA University conducts market and competition analysis on a regular basis to understand market trends, needs of prospective students, and marketing strategies carried out by competitors. This analysis helps INABA University evaluate their position in the market and identify existing opportunities and threats. By understanding the competition, universities can develop more effective marketing strategies to differentiate themselves from competitors. The method used by INABA University is monitoring the number of students at similar colleges around the campus seen from the data available from PDDIKTI.

CONCLUSIONS

Universitas Indonesia Membangun has various forms of marketing communications. School visits are a form of direct marketing communication carried out by the Universitas Indonesia Membangun besides that another form of marketing communication is telemarketing where the marketing team optimizes their work using the telephone. The third form is the use of social media which is intended to convey many things other than marketing, such as campaigns, events and so on. Fourth is the student gets student program where students can act as a marketing team in finding prospective new students in return for incentives from the University of Indonesia Build.

The marketing communication process from this research can be concluded that the first step of the process is to determine market segmentation, then it is continued with the process of determining the message. After these two processes are running, the determination of communication channels in marketing becomes the next process which ends with the final process, namely evaluation and improvement for the marketing of the Universitas Indonesia Membangun.

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