

Promotional Media Study as a Marketing Strategy at the University of Muhammadiyah Jember

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Abstract: In the world of education, promoting education is very important, playing a role in disseminating information and influencing prospective students so that they are interested in these educational institutions. Marketing includes many activities such as persuasion, publicity, promotion, and so on. This is related to the promotion carried out by the Muhammadiyah University of Jember, namely promotions using offline and online media. Various promotional activities are carried out using various strategies with offline and online media to introduce and attract prospective students' interest in choosing Muhammadiyah Jember University as a good and good private tertiary institution for prospective students. Data collection methods used in qualitative research are interviews, questionnaires, observation, and documentation. This method is carried out to obtain data from observations made in writing to make it more relevant. In this observation stage, the researcher did it at the Integrated Implementation Unit (UPT-PMB) Muhammadiyah University of Jember. Before making observations the researcher first made an appointment with one of the informants at the UPT-PMB. This was done to adjust the schedule of informants and make it easier for researchers to collect observation data. The results of this observation indicate that of the 4 informants, the UPT-PMB conducted UPT-PMB media marketing, namely offline media and online media, with several strategies. It is suggested to the UPT-PMB Muhammadiyah Jember University pay more attention to the evaluation of the strategies that have been implemented. Because this evaluation will be the key to the success of the marketing strategy that has been implemented by UPT-PMB Muhammadiyah University of Jember. If the strategy has been running well, of course, it is worth maintaining. However, if the implemented strategy fails, another more accurate and effective strategy is needed that can be carried out by the UPT-PMB Muhammadiyah University of Jember.

Keywords: promotion, promotional media, offline and online media, marketing strategy

INTRODUCTION

In the world of education, promoting education is very important. Promotion plays a role in disseminating information and influencing prospective students so that they are interested in these educational institutions. The large number of education, both private and public, makes competition between educational institutions to increase their prospective students. The development of media promotion technology, especially multimedia, facilitates the promotion process using electronic print media or other media. Marketing includes many activities such as persuasion, publication, promotion, and so on. In this case, it is necessary to realize the interdependence between several activities to achieve effective marketing. Promotion can be done in a direct way (direct marketing) and can also be done by way of online promotion. This research was conducted at the Muhammadiyah University

of Jember. According to information from university123.com in the city of Jember itself, there are 14 private tertiary institutions, competition between private tertiary institutions in Jember itself may be the influence of the rise and fall in the number of students at the Muhammadiyah University of Jember from year to year. This is an impetus in facing competition, universities are competing to implement marketing strategies, one of which is the Muhammadiyah University of Jember also carries out promotional activities and also prepares marketing strategies. According to information from the university123.com blog, Muhammadiyah Jember University is the best private tertiary institution in Jember, apart from having B accreditation, Muhammadiyah Jember University also has complete facilities and also many choices of majors, there is even a postgraduate program. This is related to the promotion carried out by the Muhammadiyah University of Jember, namely promotions using offline and online media. Various promotional activities were carried out using various strategies using offline and online media to introduce and attract the interest of prospective students to choose Muhammadiyah Jember University as a good and good private university for prospective students. In research conducted by (Gst et al., 2019) it is also stated that the science of promotion design has a large influence on advertising, especially as a means of promotion and branding. Having interesting content helps advertisers in attracting the attention of the audience.

METHOD

Research is an important part of knowledge to play an important role in the development of science. Based on the explanation above, the type of research taken is descriptive qualitative research. Qualitative research is research that is used to examine the condition of natural objects, where the researcher is the key instrument. The object of research conducted in this research is promotional media on Instagram, TikTok, and Youtube, a tertiary institution, namely the Muhammadiyah University of Jember. The complete address is at Jl. Karimata No. 49 Jember 68121 Tel. 0331 – 336728 Fax. 337957 Post Box 104. This research was carried out in the City of Jember, namely in one of the Higher Education Institutions Named Muhammadiyah University of Jember in the technical implementation unit for new student admissions. Informants are people who are used to providing information about the situation and background conditions of the research (Jamal, 2021.) . Informants are people who are used to provide information about the situation of an object of research. Informants in this study were divided into two, namely internal informants and external informants. Internal informants are informants who come from within an object under study, for example in this study the head of the UPT-PMB and 3 staff at the Muhammadiyah University of Jember. As for the external informants, the researchers chose several Muhammadiyah Jember University students with the criteria of several students from the 2019-2022 class to answer several questionnaires regarding this research.

1. In conducting research, it is sometimes doubtful whether the results are true or false. This doubt can be caused by subjectivity in the research used in interview and observation methods, data sources that are less able to influence the results of research that has been done. Validity is the result of qualitative checking according to the data collection method. Triangulation triangulation is checking data from several sources/informants at various times. Thus there is a triangulation of data sources, triangulation of data collection techniques, and time triangulation.

- a. Triangulation of data sources to test the credibility of the data was carried out by checking the data obtained from several sources/informants. The data will later be analyzed by researchers, then produce conclusions that are then asked for agreement with three data sources (Sugiyono, 2007).
- b. Triangulation Technique to test the credibility of data is done by checking the data that has been obtained from the same source using different techniques. For example, the data obtained from The observation stage was carried out on May 5, 2023, before carrying out the next stage, namely the interview stage. In this observation stage, the researcher did it at the Integrated Implementation Unit (UPT-PMB) Muhammadiyah University of Jember. Before making observations the researcher first made an appointment with one of the informants at the UPT-PMB. This was done to adjust the schedule of informants and make it easier for researchers to collect observation data. The results of this observation indicate that of the 4 informants, the form of marketing media for the University of Muhammadiyah Jember carried out by UPT-PMB is with 2 media, namely of-line media and online media with several strategies.

RESULTS AND DISCUSSION

1. The Importance of Promotional Media for the Muhammadiyah University of Jember

Based on research findings conducted by researchers at the Integrated Implementation Unit (UPT-PMB) Muhammadiyah University of Jember, found several important things regarding education promotion activities. Competition between private and non-private educational institutions is even tighter in terms of enrollment of students. In addition to the advertising and promotion carried out, it is also related to the facilities and quality that can be felt by prospective students where which greatly influences the choice of parents to make their choice in these educational institutions. In the marketing of educational services, there are very important elements that can be integrated in such a way as to produce a marketing strategy that can be used to win the competition.

So every educational institution is competing to carry out promotional activities with different media. As is the case with what researchers encountered at the Muhammadiyah University of Jember through UPT-PMB carrying out promotional activities with two media, namely offline media and online media. The promotion which is part of the marketing communication mix can be done offline or online. Offline promotion is carried out using media that is not connected to the internet network or not accessed through digital devices (Nursaid et al., 2021). The form of offline media used by the UPT-PMB Muhammadiyah Jember University is placing banners in strategic places so that can be read by the viewer. As well as for online media that is used is social media such as Instagram, TikTok, and YouTube. Online promotions are carried out using media connected to the internet network. Promotion through websites, promotion through social networks or social media, online advertising, promotion via e-mail, and promotion via mobile marketing are ways of online promotion (Kotler & Armstrong, 2014). Some are used as a place for promotion, and some are free with uploading information, invitations, as well as campus activities to attract target consumers or students who will register for college.

The research findings regarding the promotion objectives carried out by the UPT-PMB Muhammadiyah University of Jember. The main goal is to introduce Muhammadiyah Jember University to a wider range, and of course by getting reciprocity, namely the number of new students registering increases every year. In the promotion and marketing activities carried out, of course, it requires money or a budget. In this study, researchers found findings in terms of the promotion budget carried

out by the UPT-PMB Muhammadiyah University of Jember. The budget used is fluctuating or usually adjusts to the promotional activities carried out.

2. Muhammadiyah Jember University Promotion Strategy

Marketing strategy is a management tool used to monitor existing situations to manage future states, and well-thought-out actions can help an organization move from a sustainable state five to ten years into the future (Kerzner, 2001). Educational institution promotion activities are an important strategy to carry out, through a good promotion strategy, educational institutions can achieve the expected goals and targets. One of the most important parts of the promotional strategy that must be considered is the planning section. This section determines how the next steps and stages will be carried out. At this stage, the objectives and methods will be discussed to achieve these goals. Therefore, based on the results of research conducted by researchers related to the marketing strategy of the University of Jember, they carry out marketing strategies such as seeing threats, making plans, implementing marketing, and evaluating.

To succeed in the marketing strategy, of course, you need promotional media, there are various kinds of media or tools used in carrying out promotions. However, at the UPT-PMB Muhammadiyah Jember University, researchers found the media used in the promotion process, However, at UPT-PMB Muhammadiyah University of Jember, researchers found the media used in the promotion process, namely using offline and online media. Offline media used by the UPT-PMB Muhammadiyah Jember University are in the form of banners, billboards, brochures, education fair activities, and sponsorships. Meanwhile, the online media used is social media such as Instagram, Tiktok, and YouTube. Social media is a media that has success in marketing labor and products claimed by the company concerned. Marketing through social media is called social media marketing, which means an effort to promote online with the presence of various sites that can be used with online media. Based on a different side, the presence of various virtual media that can be used for product promotion can help in spreading information easily to various groups with social media. Promotion with social media can not only be delivered in text form but can also be used in visual, sound, and sound visual forms. The findings found by researchers related to the advantages and disadvantages of using promotional media. In offline promotional media, the UPT-PMB stated that the drawbacks were that it required extra costs and effort, and was not efficient in terms of time. However, promotion using offline media also has advantages, namely that it can be directly conveyed to the target and can build interaction between prospective students.

Furthermore, the findings that the researchers obtained regarding the deficiencies in online promotional media, namely the promotional messages and information are not conveyed directly to the target and also for promotion using online media requires talented human resources to create promotional content which of course must be selected because not all can appear and deliver promotional content in front of the camera which will then be uploaded to social media from UPT-PMB Muhammadiyah University of Jember. The advantages of online promotional media are that it saves time and costs incurred for promotion. This research is descriptive qualitative research that aims to examine promotional media as a marketing strategy for the Muhammadiyah University of Jember. Promotion and marketing certainly aim to increase the number of new student applicants. Data were obtained by conducting direct interviews with the main marketing party from the Muhammadiyah University of Jember, namely the New Student Admissions Technical Implementation Unit (UPT-PMB), as well

as distributing questionnaires to 40 students from Class 2022 as external informants who assessed promotional media from the Muhammadiyah University of Jember conducted by UPT-PMB.

Based on the research results, it can be concluded that the Technical Implementation Unit for new student admissions (UPT-PMB) at the Muhammadiyah University of Jember uses 2 promotional media, namely offline promotional media and online promotional media. The offline promotional media used are billboards, brochures, becoming sponsorships, visiting high schools & vocational schools, and participating in education fair activities. Furthermore, the online promotional media used is promotion through social media Instagram, Tiktok, and Youtube with various uploads. The purpose of marketing is of course to get a large number of new student applicants from before, and also to introduce the Muhammadiyah University of Jember to a wider range. The Muhammadiyah University of Jember has many units and faculties that carry out promotions, but the most important unit is UPT-PMB in terms of promotion, all units and faculties stay together and stay in synergy. For the marketing strategy used by the UPT-PMB Muhammadiyah Jember University itself, it follows the phenomena that are trending or are being hotly discussed, of course also by always looking at threats, making plans, implementing marketing, and conducting evaluations. The UPT-PMB Muhammadiyah University of Jember always evaluates its promotional activities from year to year, as can be seen from its promotional activities which are getting better than previous years. The promotional activities carried out by the Muhammadiyah University of Jember certainly have advantages and disadvantages but they can be overcome with the strategies that have been prepared by the UPT-PMB Muhammadiyah University of Jember. Then in terms of the UPT-PMB budget, it also adjusts to the size of the promotional activities, of course, all activities and budgets are balanced to get the desired goals.

CONCLUSION

This research is descriptive qualitative research that aims to examine promotional media as a marketing strategy for the Muhammadiyah University of Jember. Promotion and marketing certainly aim to increase the number of new student applicants. Data were obtained by conducting direct interviews with the main marketing party from the Muhammadiyah University of Jember, namely the New Student Admissions Technical Implementation Unit (UPT-PMB), as well as distributing questionnaires to 40 students from Class 2022 as external informants who assessed promotional media from the Muhammadiyah University of Jember conducted by UPT-PMB.

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