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IMPLEMENTATION OF MARKETING COMMUNICATION STRATEGIES AT INDRAGIRI INSTITUTE OF TECHNOLOGY AND BUSINESS

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Abstract

The research of Marketing Communication Strategy Implementation at ITB Indragiri aims to describe the marketing communication strategy implemented by ITB Indragiri. This research was conducted at the Indragiri Institute of Technology and Business using a descriptive qualitative research approach with the determination of research subjects by purposive sampling. Data collection methods used are observation, interviews and documentation. The results showed that the Implementation of Marketing Communication Strategies used by ITB Indragiri was carried out through several marketing communication strategies namely Advertising, Direct Marketing, Sales Promotion, Publicity / Public Relations, Personal Selling, Interactive / Internet Marketing, Social Media Marketing and Mobile Marketing.

Keywords: *Strategy, Marketing Communication, ITB Indragiri*

INTRODUCTION

A. Background of the Problem

Marketing is one of the cores that makes the business grow, this needs to be considered because in order to succeed in sales efforts, a marketing communication strategy needs to be held. Because this plays an important role in delivering the marketing objectives of a product (Febriana and Setyanto, 2019).

Marketing communication is one of the marketing activities that play an important role in the company. Therefore, the application of strategies in marketing communication is very important so that the communication delivered runs effectively and can build public awareness in accordance with the objectives to be achieved (Mubarokah, 2022).

Marketing communication helps business people to provide knowledge to potential consumers such as what products to choose, how to get, what benefits will be obtained and all information related to the products or

services offered (Kusuma *et. al*, 2018).

Private Universities (PTS) dominate in Indonesia. Based on data from the Higher Education Database (PPDIKTI), the number reached 3,129 units or 68% of the total universities throughout Indonesia in 2019. PTS can be an alternative for the community to get higher education. Asian Development Bank (ADB) research entitled Private Higher Education Across Asia in March 2012 stated that countries in Asia have priorities in expanding access to higher education, one of which is through the role of the private sector (Jayani, 2021).

The large number of universities causes intense competition in getting prospective students, the various potentials and advantages possessed by universities will be mobilized as much as possible, to face this competition, so it is very important for universities to do branding to introduce their campuses (Fadholi, 2020).

Based on the foregoing, this encourages researchers to conduct research with the title APPLICATION OF MARKETING COMMUNICATION STRATEGIES AT INDRAGIRI TECHNOLOGY AND BUSINESS INSTITUTE.

B. Problem Limitation

Marketing Communication Strategy implemented at Indragiri Institute of Technology and Business.

C. Research Objectives

This research aims to describe the marketing communication strategy implemented by the Indragiri Institute of Technology and Business.

LITERATURE REVIEW

A. Definition of Strategy

In general, strategy is the process of determining the plans of top leaders who focus on the long-term goals of the organization, accompanied by the preparation of a way or effort how these goals can be achieved. Strategy in particular is an action that is *incremental* (always increasing) and continuous, and is carried out based on the perspective of what customers expect in the future (Adindo, 2021).

B. Marketing Communication

1. Definition of Communication

Communication is the process of using words, sounds or signs (visual), both verbal and non-verbal, to provide information to one or more people through various media to get the recipient's response as expected by the sender (Prasetyo *et.al*, 2018).

2. Definition of Marketing Communication

Marketing Communication is defined as an activity that occurs between a service or product provider and its consumers or clients (Doembana in Tasnim, 2021).

Marketing Communication is a set of activities carried out by a company or organization to customers and potential customers (Bonjarmahor *et.al*, 2021).

3. Marketing Communication Objectives

According to Prasetyo *et.al*, 2018, Marketing Communication has several objectives, including:

- a. Marketing Communication that is carried out to disseminate information (informative communication).
- b. Influencing someone or anyone to make a purchase or attract consumers (persuasive communication).
- c. Increase the audience to make repeat purchases (recall communication).

4. Integrated Marketing Communication Strategy

As for Marketing Communication according to Kotler in Wijaya and Alberta (2021):

a. Advertising

Advertising activities are activities that include all forms of advertising used to promote products to the public.

b. Direct Marketing

Direct Marketing is one of the integrated marketing communication functions related to the goal of achieving the desired customer behavior of the company, for example: special price offers, guarantees, and discounts.

c. Sales Promotion

Sales Promotion is a short term for additional value offerings designed to drive and accelerate response or provoke desire from customers.

d. Publicity/Public Relations

Publicity / Public Relations in the conception of integrated marketing communication is a task that is not light, because PR is not only in charge of maintaining the state of public opinion, but is in charge of managing the corporate brand and maintaining its reputation.

e. Personal Selling

Personal Selling is a two-way communication where a salesperson explains about the characteristics of the product being sold.

f. Events and Sponsorship

Events and Sponsorships are activities from company-sponsored programs designed to create daily interactions or interactions related to a particular brand.

g. Interactive/Internet Marketing

Interactive/Internet Marketing here is more about how a company's ability to communicate with its customers or be able to provide good solutions, which are related to product use. In this case, interactive marketing is also related to *customer relationship management*.

h. Social Media Marketing

Social Media Marketing is a process that encourages individuals to promote their websites, products, or services through online social channels and to communicate by utilizing a much larger community that has a greater likelihood of marketing than through traditional advertising channels (Weinberg, 2011).

i. Mobile Marketing

Mobile comes from English which means moving or moving from one place to another. In this concept, mobile can be interpreted as an application that can be used anywhere and anytime using mobile

devices such as cellphones or smartphones.

State of the Art (Previous Research)

Table 2.1. Implementation of the Marketing Communication Strategy of the Islamic Broadcasting Communication Study Program at Universitas Muhammadiyah Bengkulu in Attracting Prospective New Students.

Research Title	Implementation of Marketing Communication Strategy of Islamic Broadcasting Communication Study Program of Universitas Muhammadiyah Bengkulu in Attracting Prospective New Students.
Researcher	Riswanto
Year	2020
Results/Findings	Based on the results of the research and discussion that has been described, it is concluded that the implementation of marketing communication strategies used by the Islamic Broadcasting Communication Study Program at Muhammadiyah Bengkulu University is the most effective, namely through advertising strategies using various media such as: brochures, Jazirah UMB radio, <i>sales promotion</i> through events held by the study program such as Pesantren Ramadhan, Speech Contest, big day celebrations and the like. <i>Personal selling</i> through delegating students to participate in this promotional activity so that prospective students want to register as part of the Islamic Broadcasting Communication Study Program, Universitas Muhammadiyah Bengkulu, and <i>word of mouth</i> strategy by coordinating selected students who are assigned by the Islamic Broadcasting Communication Study Program, Universitas Muhammadiyah Bengkulu to inform or promote the community in the area of origin. Islamic Broadcasting Communication Study Program of Universitas Muhammadiyah Bengkulu inserts <i>Unique Selling Proposition (USP)</i> in every marketing strategy implemented by offering a product/service that is not owned by competitors.

Table 2.2: Effectiveness of Budi Luhur University Marketing Communication Strategy in 2019 New Student Admission

Research Title	Effectiveness of Budi Luhur University's Marketing Communication Strategy in 2019 New Student Admissions
Researcher	Rismiatun
Year	2020
Results/Findings	Marketing Communication Strategy is one of the efforts used to attract markets and promotions programmed by Budi Luhur University, namely: visits to high schools, <i>sponsorship</i> , <i>sms blazz</i> , <i>event exhibitions</i> , <i>call centers</i> , and <i>e-marketing</i> . The marketing communication strategy used by Budi Luhur University has three stages, namely the planning stage, the implementation stage, the monitoring and evaluation stage. To foster a good image and audience interest. Budi Luhur University conducts a special scholarship program for high school graduates who excel. One of the marketing communication activities that affect the results and image achieved by Budi Luhur University is the existence of a special <i>e-marketing</i> section and <i>call center</i> .

RESEARCH METHODS

A. Research Time and Location

This research time lasted for 6 months. The research location was at the Indragiri Institute of Technology and Business, Rengat District, Indragiri Hulu Regency, Riau Province.

B. Research Approach

The approach used in this research is a descriptive qualitative research approach because it seeks to describe and also interpret the research in accordance with accurate and reliable information about the research studied (Sugiyono, 2015).

C. Research Subject

Determination of the subject in this study was carried out by *purposive sampling*, the subject or informant determined was the informant who knew and had a role related to the admission of new students and knew the marketing communication strategy used at the Indragiri Institute of Technology and Business.

D. Data Collection Methods

The data collection methods used by the authors in this study based on the techniques used are as follows:

1. Observation

Observation is a data collection method used to collect research data through observation and sensing (Bungin, 2011). Observation guides are used to obtain observational data. Observations are usually made of objects, circumstances, conditions, situations, activities, processes, or the appearance of someone's behavior.

2. Interview

Interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be researched, but also if he wants to know things from informants that are more in-depth (Sugiyono, 2009). The interviews conducted in this study were *in-depth* interviews through unstructured interviews. Thus unstructured interviews, the formulation and sequence of questions can be freer so that it will be more able to follow the flow of the respondent's conversation. The tool used in the interview is a recording device in the form of a cellphone.

3. Documentation

Documentation is the collection of data sourced from the Indragiri Institute of Technology and Business, Rengat District, Indragiri Hulu Regency.

E. Data Collection Procedure

The data collection procedure was carried out in the following stages:

1. Identifying informants

Informants are people who really know the problems to be studied and are willing to provide information to researchers. In qualitative research, informants have the most important position as sources in research. The informants in this study consisted of 2 people, namely the Head of the Academic and Student Administration Bureau and the Head of the National and International Cooperation Public Relations Bureau and Staff.

2. Research Instruments

The instrument in this qualitative research is the researcher himself. Researchers as instruments will go directly to the field to collect data or information needed in this study using observation, interview and documentation techniques.

F. Data Analysis

The stages in data analysis according to Miles and Huberman in Sugiono (2016), as follows:

1. Data Reduction

Data reduction is a process of identifying raw data that has been obtained by performing *summary*, coding and categorization steps.

2. *Display Data*

Data Display is an organized set of information that provides the possibility of drawing conclusions and taking action.

3. Decision and Verification

In this study, researchers drew conclusions from observations, interviews and documentation regarding Marketing Communication Strategies.

G. Data Validity

The triangulation techniques used in this study are:

1. Data Triangulation

This technique uses data sources such as documents, archives, interview results, observation results.

2. Theory Triangulation

This technique uses different theories to ensure that the data collected is qualified.

3. Triangulation of Methods

This technique is done by comparing information or data in different ways. In this study, researchers compared information or data regarding the Marketing Communication Strategy of the Indragiri Institute of Technology and Business, Rengat District, Indragiri Hulu Regency using observation, interview and documentation methods.

RESEARCH RESULTS AND DISCUSSION

In implementing marketing communication strategies, ITB Indragiri uses several marketing communication strategies, namely:

1. Advertising

Advertising activities carried out by ITB Indragiri use several advertising media, namely: the use of billboards installed in several strategic places with the aim of being seen by many people and interested in enrolling in ITB Indragiri. These billboards display information on the Registration Schedule, Study Programs available at ITB Indragiri, Campus Location, *Contact Person* for registration of prospective new students. In addition to the installation of billboards, advertising activities carried out by ITB Indragiri are carried out by installing banners in schools that are targeted for promotion, either Senior High Schools (SMA) or Vocational High Schools (SMK). For advertisements displayed through banners contain information on Registration Schedule, Study Programs in ITB Indragiri, *Contact Person* for registration of prospective new students. In addition to the installation of billboards and banners, the Communication Strategy carried out by ITB through the Advertising Communication Strategy is through the provision of brochures containing information on the Vision and Mission of ITB Indragiri, Location of ITB Indragiri, Photos of Leaders, Head of the Foundation, Lecturers, Employees and Employees of ITB Indragiri, Registration Requirements, Registration Schedule, Student Institutions, Supporting Facilities, and Study Programs available at ITB Indragiri. Brochures are given to the public or prospective new students when holding exhibitions, and during visits to Senior High Schools (SMA) or Vocational High Schools (SMK).

2. Direct Marketing

Direct Marketing carried out by ITB Indragiri is by promoting the *Golden Ticket* in the form of free registration fees and free entrance tests. In addition, there is a promotion in the form of a 50% *Discount on* Basic tuition fees for Semester I. The information was displayed on billboards and brochures of ITB Indragiri.

3. Sales Promotion

Sales Promotion conducted by ITB to the public or prospective new students is by holding an exhibition through the establishment of a promotional stand during the MTQ event at the Regency Level which is added with the provision of free health check services. In addition, ITB Indragiri also held certain *events* or events such as *Futsal* and *Volley Ball* sporting events either between schools or community groups.

4. *Publicity/Public Relations*

Publicity / Public Relation conducted by ITB Indragiri is to provide information through newspapers or other mass media by displaying photos of events organized by ITB Indragiri. In addition to providing information through the existing mass media, ITB Indragiri performs *Public Relation* communication strategies through the provision of calendars containing information about the activities carried out by ITB Indragiri.

5. *Personal Selling*

Personal Selling conducted by ITB Indragiri is by conducting a Communication Strategy through visits to Senior High Schools (SMA) and Vocational High Schools (SMK).

6. *Interactive/Internet Marketing*

Interactive/Internet Marketing Communication Strategy here is carried out by ITB Indragiri using email, telephone, or internet to communicate with prospective new students.

7. *Social Media Marketing*

Social Media Marketing Communication Strategy carried out by ITB Indragiri through the ITB Indragiri website, namely <http://www.pmb.itbin.ac.id>, another *Social Media Marketing* Communication Strategy through Intagram with the account name: **itb.indragiri** and through Facebook with the account name: **ITB Indragiri**. It is hoped that by using this *Social Media Marketing* Communication Strategy, people or prospective new students can see ITB Indragiri information and are interested in registering as ITB Indragiri students.

8. *Mobile Marketing*

This *Mobile Marketing* Communication Strategy is carried out by students, lecturers and employees of ITB Indragiri through WhatsApp applications available on communication tools, through this application there is information about ITB and continued interactive with prospective new ITB Indragiri students.



Figure 1.
ITB Indragiri New Student Admission Billboards



Figure 2.
ITB Indragiri New Student Admission Brochure

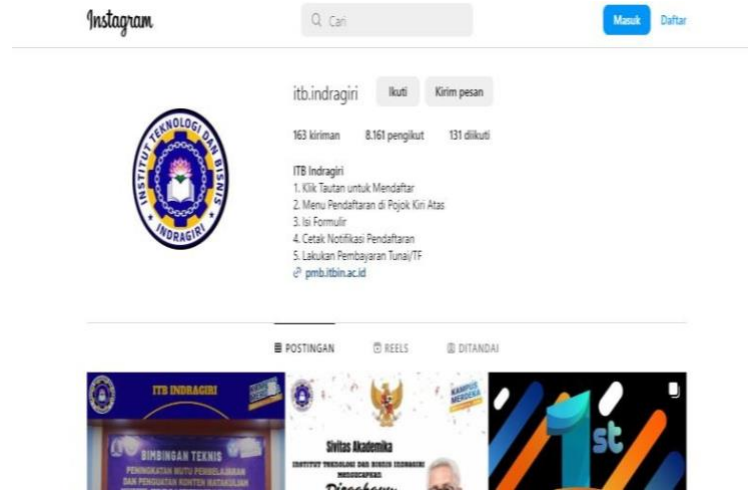


Figure 3.
Instagram ITB Indragiri

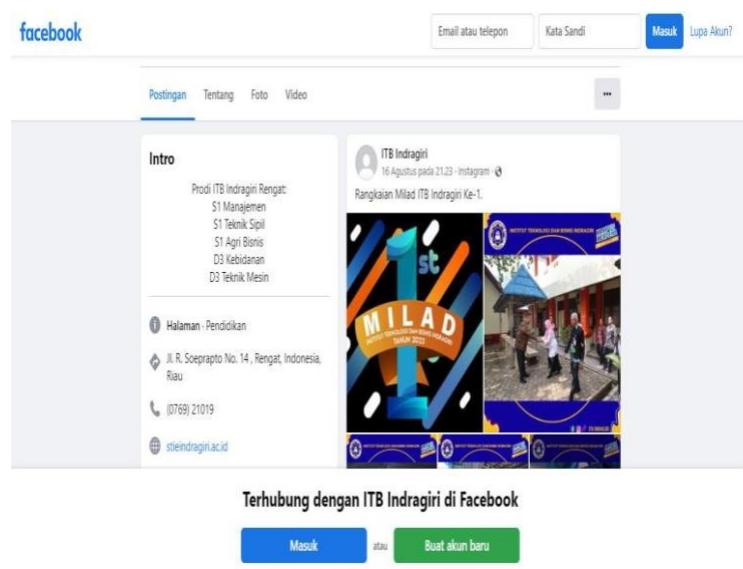


Figure 4.
Facebook ITB Indragiri

Marketing Management is the science of selecting target markets that consumers acquire, maintain, and grow through the creation, delivery and value of superior customer communication. Marketing Management also has a marketing strategy, namely a detailed company plan that will have an impact on various marketing programs on the demand for a product in a market that has a specific target (Rizaldi *et.al*, 2021).

Marketing Communication Strategy is different from the communication strategy, the point of difference lies on both objectives. Marketing communication strategy has objectives related to the purpose of marketing itself. While the objective of communication strategy itself depends on what the communication strategy is and for what purpose. On the other words of the communication strategy is the coverage of marketing communication strategy. Marketing communication strategy is different from the political communication strategy. However, both of them are the communication strategy to influence (persuasion) communicants yet with a different purpose (Cheung & Lee in Wardaya, 2016).

All Communication Strategies used by ITB Indragiri certainly aims to better introduce or inform, persuade the public or prospective new students and remind the public or prospective new students directly and indirectly that ITB Indragiri is one of the universities in Indragiri Regency that can compete with other universities so that prospective new students are interested in enrolling in ITB Indragiri.

CONCLUSIONS AND SUGGESTIONS

A. CONCLUSIONS

The implementation of the Marketing Communication Strategy used by ITB Indragiri is carried out through several marketing communication strategies, namely *Advertising, Direct Marketing, Sales Promotion, Publicity/Public Relations, Personal Selling, Interactive/Internet Marketing,*

Social Media Marketing and Mobile Marketing.

B. SUGGESTIONS

To increase the number of prospective new students ITB Indragiri can add the Marketing Communication Strategy used, namely through *Event and Sponsorship* strategies, namely ITB Indragiri conducts activities from various programs sponsored by certain companies aimed at prospective consumers or prospective new students who attend so that they can reach the target market through the messages conveyed.

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