



The Effectiveness of New Student Admission Promotion at Institut Hindu Dharma Negeri Denpasar

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Abstract

This study aimed to analyze the effectiveness of new student admission promotion at Institut Hindu Dharma Negeri Denpasar. The analysis results were used to control and develop new student admission policies in the following year to increase the number and quality of new students. This study was a survey research, where the subjects were prospective new students who registered at IHDN Denpasar in 2020. Reviewed aspects to determine the effectiveness of new student admission socializations were based on indicators according to Kotler's opinion, which states that the promotion mix consists of five main tools: advertising, sales promotion, public relations and publicity, personal selling, and direct marketing. The results showed that the school status of prospective new students obtained 73.1% of IHDN Denpasar prospective new students who came from public schools. 63.5% of IHDN Denpasar prospective new students prefer the Faculty of *Dharma Acarya*. The desire level to choose IHDN Denpasar showed that 466 people (97.1%) decided to study at IHDN Denpasar of their own accord. 149 people (31%) of prospective new students received information about IHDN Denpasar from their families. IHDN Denpasar prospective new students get more information about IHDN Denpasar through the Instagram of 229 people (47.7%). 386 people (80.4%) of IHDN Denpasar prospective new students have never participated in the socialization of the IHDN Denpasar New Student Admissions Committee at school. 331 people (69%) stated that they had never attended or watched IHDN Denpasar arts activities/performances.

Keywords: Promotion; New Student

Abstrak

Penelitian ini bertujuan untuk menganalisis efektivitas promosi penerimaan mahasiswa baru Institut Hindu Dharma Negeri Denpasar. Hasil analisis tersebut dipergunakan untuk melaksanakan pengendalian dan pengembangan kebijakan penerimaan mahasiswa baru ditahun selanjutnya, sehingga jumlah dan mutu mahasiswa baru semakin meningkat. Penelitian ini merupakan penelitian survey, dimana subjek dalam penelitian ini adalah calon mahasiswa baru yang mendaftar di IHDN Denpasar tahun 2020. Aspek yang ditinjau untuk mengetahui efektivitas sosialisasi penerimaan mahasiswa baru didasarkan pada indikator sesuai pendapat Kotler yang menyebutkan bahwa bauran promosi terdiri dari lima alat utama; periklanan, promosi penjualan, hubungan masyarakat dan publisitas, penjualan personal, dan pemasaran langsung. Berdasarkan hasil penelitian didapatkan data bahwa status sekolah calon mahasiswa baru didapatkan 73,1 % calon mahasiswa baru IHDN Denpasar berasal dari sekolah negeri. 63,5 % calon mahasiswa baru IHDN Denpasar lebih memilih Fakultas Dharma Acarya. Tingkat keinginan memilih IHDN Denpasar menunjukkan bahwa 466 orang (97,1%), menentukan pilihan kuliah di IHDN Denpasar atas keinginan sendiri. 149 orang

(31%) calon mahasiswa baru memperoleh informasi tentang IHDN Denpasar dari keluarga. Calon mahasiswa baru IHDN Denpasar lebih banyak mendapatkan informasi tentang IHDN Denpasar melalui Instagram yakni sebanyak 229 orang (47,7%). Sebanyak 386 orang (80,4%) calon mahasiswa baru IHDN Denpasar tidak pernah mengikuti sosialisasi dari Panitia Penerimaan Mahasiswa Baru IHDN Denpasar di sekolah. 331 orang (69%) menyatakan tidak pernah mengikuti atau menonton kegiatan /pagelaran kesenian IHDN Denpasar.

Kata Kunci : Promosi; Mahasiswa Baru

Introduction

The competition maps between one university and another require educational institutions to pay more attention to the quality of education, services, and institutions in a university, both public and private. Thus, they can be able and excel in the competition. According to Rahayu & Wahab (2013), it has led to various efforts to continuously create and improve the competitive advantage of state universities by service providers, which are seen to be increasingly widespread and crucial today. Competitive advantage defines as the ability of companies, industries, regions, countries, or regions to produce relatively high and sustainable income and employment factors to face international competition.

Universities must take anticipatory steps to face increasingly competitive competition and be responsible for exploring and improving all aspects of their services (Taman, Sukirno, Sari, Setiawan & Pustikaningsih, 2013). Denpasar State Hindu Dharma Institute (IHDN Denpasar), as a state religious university under the Ministry of Religious Affairs, is required to have quality services to remain the community's choice. IHDN Denpasar must face the competition that is not only between religious universities but also with other public universities. It is related to the general study program developed within the IHDN Denpasar environment. IHDN Denpasar will survive if it can create its attractiveness through quality study programs and services. The attractiveness of IHDN Denpasar can be seen from the number of new student registrations so far. In contrast, the comparison of the number of students can be seen from the number of applicants who register in the study program.

The number of students enrolling at IHDN Denpasar is a problem in improving the quality of the study program. Thus, IHDN Denpasar must strive so that the quality standards obtained do not differ much from the national standards. The role of IHDN Denpasar as heir, preservation, and agent of culture has no light responsibility. Moreover, in the globalization era nowadays, the entry of technology and information without limits, of course, the negative side is a severe threat in the education world, especially in universities. The development of technology and information is a threat, but it also facilitates its services. The use of science and technology to improve people's lives. Therefore, there are at least four or five dimensions of meaning attached to higher education, namely (1) the scientific dimension (science and technology), (2) the education dimension (higher education), (3) the social dimension (community life), and (4) the corporate dimension (education unit/organizer) (Djokopranoto & Indrajit, 2004).

IHDN Denpasar's promotion strategy is considered less effective. Several approaches do not show optimal results in the positive image formation of IHDN Denpasar in the competition between universities at the regional and national levels. Furthermore, it is proven that the number of student interest as a user has fluctuated, which varies from 2016, 2017, 2018 to 2019. There was a slight spike in 2019 to almost a thousand registrants, but it did not show the same as the previous year. IHDN Denpasar, as part of the Hindu Religious College (PTKH) located in the Bali region, has a vision of being at the forefront of dharma, widya, and culture. To achieve this vision, IHDN Denpasar seeks to become the best Hindu educational institution and go public to be known by the wider community both nationally and internationally.

Several universities whose competitors to IHDN Denpasar, especially those with similar study programs. These are Universitas Hindu Indonesia, STAHN Mpu Kuturan Singaraja, Universitas Pendidikan Ganesha Singaraja, IKIP PGRI Bali, Universitas Mahasaraswati, STKIP Agama Hindu Singaraja and STKIP Agama Hindu Amlapura. To maintain its existence, especially nowadays, IHDN Denpasar has changed its status to Universitas Hindu Negeri I Gusti Bagus Sugriwa Denpasar. Thus, IHDN Denpasar is required to have a large number of students. It is because one of the requirements to become a university is the number of students of 7,500 people as stated in the Ministers of Religious Affairs Republic of Indonesia Regulation Number 15 of 2014 concerning Changes in the Form of Religious Higher Education.

The number of new students at IHDN Denpasar from year to year has experienced varied developments when viewed from a graphic development. It cannot be separated from the promotions carried out by the management of IHDN Denpasar and the New Student Admissions Committee to promote IHDN Denpasar to the broader community. To achieve this goal, the leadership plays an essential role in implementing appropriate policies, namely marketing promotion activities. Thus, IHDN Denpasar is known by the public and has become a favorite university.

The existence of competition between universities requires IHDN Denpasar to anticipate, one of them is through a promotion strategy. Therefore, competitive position assessment will assist IHDN Denpasar in improving the design of promotional strategies to optimize environmental opportunities. In addition, knowledge of the educational institution positions in the competition will help this institution use its competitive strengths to be more effective and efficient. Therefore, it is necessary to manage and regulate management accompanied by a strategy in determining the best marketing mix so that promotional activities can be successful. Furthermore, according to Garaika & Feriyan (2019), it must mobilize the potential and excellence of universities as much as possible to face competition. Thus, universities need to do branding to introduce their campus. Therefore, universities must have a good “branding” to continue to exist in the face of competition between universities, especially foreign universities, which are also increasingly aggressively promoting to attract prospective new students.

Promotional activities are a bridge that connects companies with consumers or users. In addition, the success of the promotional activities at IHDN Denpasar does not only determined by the number of costs incurred by this institution, but it is more influenced by how this institution can convey the message it wants to say. Thus, the community can accept it as consumers/users and right on target as expected.

The new student admissions committee must be able to handle or understand all tasks or activities carried out in the service. The new student admissions activity (PMB) is a routine activity organized by IHDN Denpasar to recruit or reach prospective students. In this activity, the committee can also see and select prospective students who are of high quality because there are tests that must be carried out in the registration procedure by prospective new students before entering the faculty that prospective new students want.

The management of IHDN Denpasar needs to pay attention to various things that influence the success of the promotion in the promotion strategy. For the promotion to be carried out properly, this institution must study the most suitable potential adaptations to the conditions of the organization and consumers both internally and externally. Thus, these activities can run effectively and efficiently, and on target. Promotional strategy activities are expected to remind consumers/the public about the services produced and attract and generate interest in prospective students joining IHDN Denpasar.

Method

This type of research was survey research. In general, a survey is limited to research in which data are collected from a population sample to represent the entire population (Singarimbun, 1989). In survey research, respondents collect information using a questionnaire (as a research instrument), a structured list of questions. There are research variables needed to achieve research objectives in the designed questionnaire. The population in this study were all prospective IHDN Denpasar Undergraduate students in 2020, totaling 876 students based on the assumption of the number of registrants in 2019. Meanwhile, the research samples were prospective students from various faculties representing all majors. Samples were taken proportionally with details of 10% of the total number of IHDN Denpasar students, namely 88 people. The research instrument used was a questionnaire. In addition, the data collection technique was carried out with an attitude scale as the primary data and observations and interviews as supporting data. The speakers/informants were Vice-Chancellor 1 for Academic Affairs and Cooperation, the IHDN Denpasar Quality Assurance Institute team, and prospective students of the Faculty of *Dharma Acarya*, Faculty of *Dharma Duta*, and Faculty of *Brahma Widya*. The data analysis technique used descriptive analysis techniques, namely the description, to explain the answers given by the respondents on a scale. The data obtained through observation and interviews were used as supporting data. Data processing was done by calculating the percentage used to find out the general description of the effectiveness of the new student admission promotion at IHDN Denpasar. The percentage was obtained by taking into account the score distributions on the frequency distribution and the satisfaction scale, which is measured by the percentage measured.

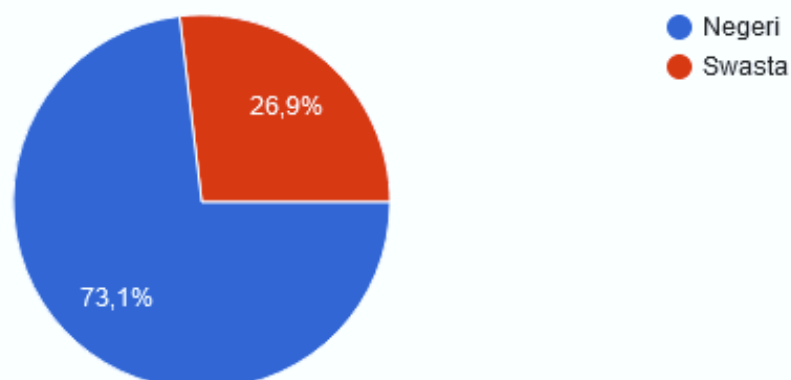
Results And Discussions

During the promotion implementation, the right and efficient strategy will give satisfactory results through the success rate of promotion of IHDN Denpasar higher education. It is shown through success indicators with the increasing number of applicants and accepted as new students.

1. New Student Prospective School Status

Good and quality output comes through good input. However, good seeds are needed to be able to produce good output. Therefore, a good and systematic selection process is needed to get good seeds. However, there are classic obstacles faced by almost all universities in getting prospective new students who have good quality. This obstacle collides with several factors, such as school status. In the industrial era 4.0, which emphasizes character values, the quality of senior high schools has been evenly distributed in public and private schools. However, the data shows that public school students dominate students who excel. Based on the explanation above, prospective students from public schools are more expected to become prospective new students at IHDN Denpasar.

Graph 1. New Student Prospective School Status



Data collection found that 73.1% of IHDN Denpasar prospective new students came from public schools, and the rest of 26.9% came from private schools. It means that out of 480 respondents, 351 people graduated from public schools while the remaining 129 people graduated from private schools.

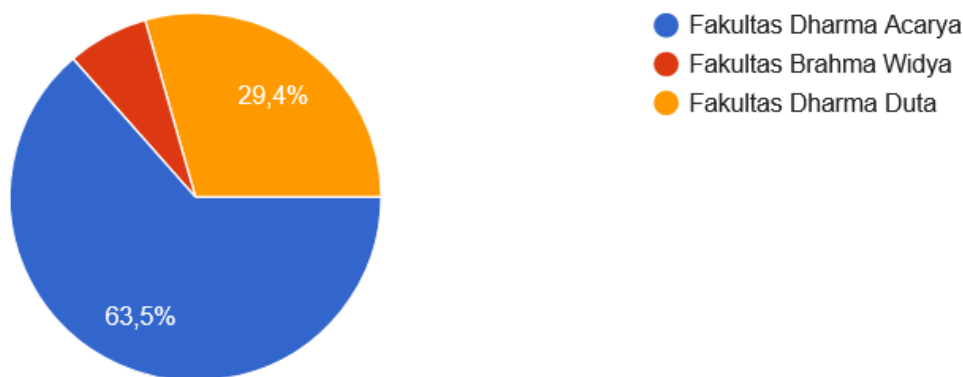
The selection implementation that prioritizes the quality and target of new student admissions with the maximum quota is still a consideration that cannot implement yet. It is important to accept qualified prospective students, but on the other hand, they are faced with a minimum target, which is also difficult to determine the minimum number. By getting an adequate number of students, IHDN Denpasar will have strong financial support, especially for PNPB receipts. To improve the quality of education, it starts with prospective students who are required to follow a rigorous and systematic selection process. Thus, accepted prospective students have good quality standards. It is the right reason because the role of students cannot be separated from the responsibility for the development of a university.

According to Setyowati (2015), education has become the most important priority in aspects of life in the current period. A good education will make a person have investment capital for the future. There are many benefits from various aspects that can obtain if someone has a basic quality education. With good educational capital, the effect is not only for the short term but also for the long term. In addition, Indrajit (2006) explains that there are five dimensions of meaning in higher education or institutions in the education field. These are the scientific dimension (Science and Technology, the education dimension (higher education), the social dimension (community life, the corporate dimension (education and administration units), and the ethical dimension. In today's global conditions, Reinartz, Kraff, and Hoyer (2004) explain that consumer preferences often change so that every company or institution, including universities, must continuously keep up with consumer preferences changes. Therefore, the intended concept of service is to have the right to choose alternatives and determine which services in the service sector and the education field are the best.

2. Preferred Faculty of Prospective New Students

Every new academic year, the interest of prospective new students who have registered at IHDN Denpasar keeps increasing. Prospective new students are not only from the province of Bali but also from several provinces in Indonesia. However, there is always a buildup of choices at the Faculty of *Dharma Acarya* every year.

Graph 2. Preferred Faculty of New Students



Data collection shows that 63.5% of IHDN Denpasar prospective new students prefer the Faculty of *Dharma Acarya*, 29.4% choose the Faculty of *Dharma Duta*, and the remaining 7.1% prefer the Faculty of *Brahma Widya*. It means that 305 out of 480 respondents chose the Faculty of *Dharma Acarya*. The rest is 141 people select the Faculty of *Dharma Duta*, and 34 people choose the Faculty of *Brahma Widya*.

Table 1. Preferred Study Programs of Prospective New Students

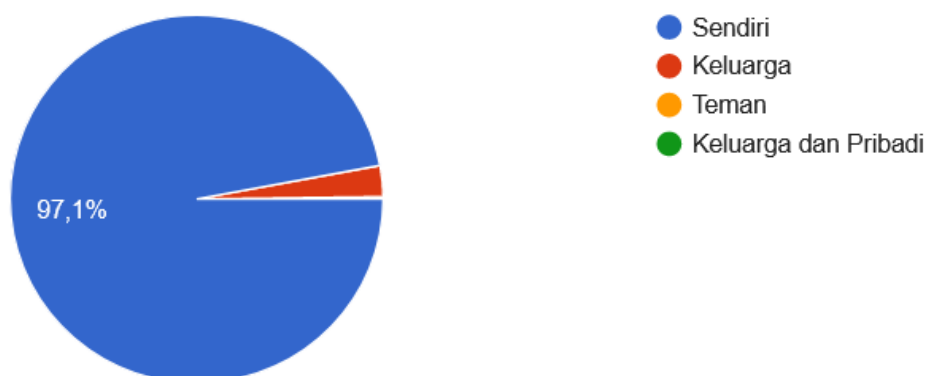
No	Study Programs	Total	Percentage %
1	Elementary Teacher Education	104	21,7
2	Hindu Religious Education	93	19,4
3	Travel Industry	78	16,2
4	English Language Education	57	11,9
5	Religious Literature and Balinese Language Education	42	8,8
6	Hindu Communication Science	36	7,5
7	Hindu Law	18	3,7
8	Health Yoga	14	2,9
9	Hindu Philosophy	13	2,7
10	Hindu Theology	9	1,9
11	Hindu Religion Information	8	1,7
12	Early Childhood Education	8	1,7

Every year, high school graduates have a great desire to continue their education to the tertiary level. Yet, some of them are not mature enough in choosing a major or study program. Unfortunately, several higher education institutions experienced it, resulting in several new students failing halfway when they were accepted into college. It is also due to the unpreparedness of students in attending lectures, and there is a sense of incompatibility between interests and subjects when they have obtained lecture material at universities, which causes them to move study programs in the end. This kind of situation impacts the number of education costs already incurred, both by parents and the government that subsidizes higher education institutions. The selection of the right study program will positively impact the quality of input obtained by students in participating in the learning process. However, it cannot be denied that there is a selection of study programs that do not follow students' interests and talents. It will significantly negatively impact students if they change study programs. It causes the effectiveness and efficiency of wasted time. The Faculty of *Dharma Acarya* is one of the faculties that concentrates on the scientific field of education, both theoretically and in the application.

3. Desire Level to Choose IHDN Denpasar

Higher education is a level of education close to the working work. It focuses on one area of interest concentration that is expected to implement in the working world. The community's desire, especially youth, to have a promising career and play a role in the tight world of competition encourages high school/vocational high school graduates to choose universities logically. Therefore, based on the data obtained with the description, prospective students choose IHDN Denpasar independently.

Graph 3. Desire Level to Choose IHDN Denpasar



The data above shows that 466 people (97.1%) of prospective new students choose to study at IHDN Denpasar of their own accord. The remaining 13 people (2.7%) are based on family encouragement. Accepted prospective students with a strict selection process have hope when they become students. This hope is also a benchmark in the following promotion process to determine sustainable targets and strategies so that IHDN Denpasar remains at the forefront of effective and efficient marketing.

As social beings, prospective students certainly communicate as a means to interact and exchange information between individuals, and communication is established in the organizations available in higher education. Therefore, good and smooth communication will also give the best contribution to the organization. Furthermore, rapid developments in the world of technology are also needed to support communication activities, significantly to improve performance through online promotion media at universities. Industrial era 4.0 has advanced digital communication technology. It can be seen by using social media to create opportunities to develop creative and systematic promotional strategies in planning effective promotional programs to produce something big (Indrianto, Susanto & Wijaya, 2016).

4. Information about IHDN Denpasar

Higher education is a forum used for Research and Development. In addition, it is also an arena for the formation of new people to produce a generation that has personality and scientific competence according to their fields (Sutabri, 2007).

Table 2. Information about IHDN Denpasar

No	Information	Total	Percentage %
1	Family	149	31
2	Friend	97	20,2
3	IHDN Denpasar Students	93	19,4
4	IHDN Denpasar Lecturer	60	12,5
5	IHDN Denpasar Alumni	45	9,4
6	IHDN Denpasar Employees	9	1,9

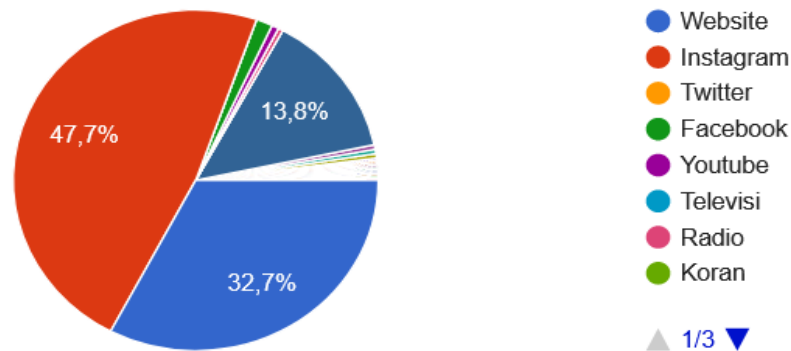
Data collection shows that most of the 149 (31%) prospective new students obtain information about IHDN Denpasar from their families. A total of 97 (20.2%) received information from friends, 93 (19.4%) received information from IHDN Denpasar students, 60 people (12.5%) received information from IHDN Denpasar lecturers, 45 people (9.4%) obtained information from IHDN Denpasar Alumni, and nine people (1.9%) obtained information from IHDN Denpasar employees. The rest of the prospective new students obtain information about IHDN Denpasar through the website, brochures, social media and directly come to campus. Getting information through the family becomes a means of direct or verbal promotion with a high percentage because there is a strong impact or influence with an emphasis on high confidence that studying at IHDN Denpasar already has evidence of successful graduates in the world of work.

Based on the responses from each parent whose child chooses IHDN Denpasar as the place to continue their education, getting a positive response and choosing a university is an investment decision. The investment must benefit consumers after graduating from college. Besides requiring a large amount of money, studying at a university also takes a long time. Therefore, college consumers should have a strategy in choosing a good and quality university. Competition in the higher education industry in competing for the student market has started to get tougher. In addition, private universities in Indonesia are currently thriving like “mushrooms in the rainy season”. Seeing these conditions, universities that have just been formed and are not yet well known among the public feel the significant impact of competition in getting students (Renata & Tobari, 2017).

5. Media in Obtaining Information about IHDN Denpasar

Advertising is a form of communication to invite people who see, read or hear to do something. According to Suhandang (2016:13), advertising is publication or broadcasting in billboards, notices, statements, or writings by renting a room to introduce or notify something through the press media. The way to produce a good advertisement is to pay attention to the elements in a formula known as AIDA (Attention, Interest, Desire, Action).

Graph 4. Media in Obtaining Information about IHDN Denpasar



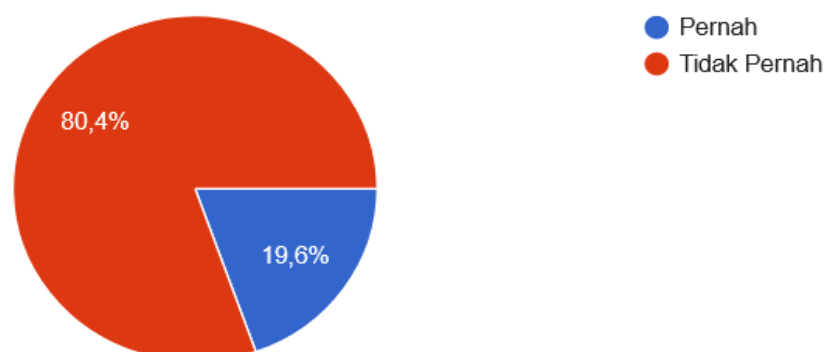
The data above shows that IHDN Denpasar prospective new students received more information about IHDN Denpasar through Instagram with 229 people (47.7%). Furthermore, prospective new students received from the website of 157 people (32.7%), brochures of 66 people (13.8%), and the rest received information about IHDN Denpasar from Twitter, Facebook, Youtube, Television, Radio, Newspapers, Magazines, and WhatsApp.

An appropriate strategy is required to make customers feel interested in the advertisements displayed. One way is to advertise through outdoor media, such as billboards, banners, and brochures. Such a way can attract people's attention and create an unforgettable impression with proper placement. To be remembered by consumers with strategic goals, namely crossing busy streets, such as crossroads, town squares, and other highways. Messages in advertisements must reach consumers because, with advertising, producers want their message products to reach consumers, thereby increasing sales of the company's products.

6. Participation in the Socialization of the IHDN Denpasar New Student Admission Committee at Schools

Universities will not separate from recruiting new student activities in every new academic year. Likewise, IHDN Denpasar. It is a university that offers various forms of the best services regarding education by making a new breakthrough on how to attract interest so that prospective students can register at IHDN Denpasar. Based on the question of whether they have participated in the socialization of the IHDN Denpasar New Student Admissions Committee at school, the following data were obtained.

Graph 5. Participation in the Socialization of the IHDN Denpasar New Student Admission Committee at Schools



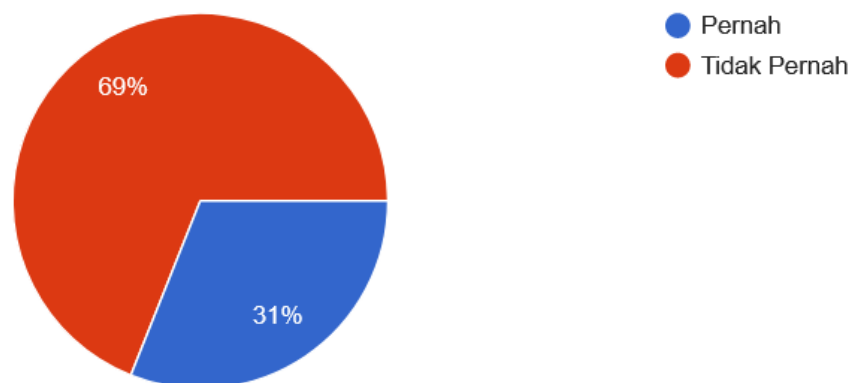
Based on the graph above, 386 people (80.4%) of IHDN Denpasar prospective new students have never participated in the socialization of the IHDN Denpasar New Student Admissions Committee at school. Only 94 people (19.6) choose IHDN Denpasar after participating in the socialization of the IHDN Denpasar New Student Admissions Committee at school.

Promotion is an element used to inform and persuade the market about new products or services in the company through advertising, sales promotions, and publications. According to Budiarto, Yaakti & Sunarya (2012), promotion is a form of activity organized by marketers which aim to attract people’s attention, so they are interested in conducting transactions as desired by marketers. Thus, the implementation of promotional programs can run well, and it must prepare everything carefully. Promotion for educational institutions is necessary because competition between educational institutions is getting tougher. It can be seen from the emergence of various educational institutions that always offer their respective advantages. Educational institutions as educational providers need to learn and have the initiative to improve student customer satisfaction because, in general, education is a continuous process. Therefore, every educational institution must have a strategy in education promotion to win competence among educational institutions and increase the acceleration of improving the quality of management of an educational institution (Tjiptono, 2014).

7. Participate or Watch IHDN Denpasar Arts Activities/Performances

According to Dharmawansyah, Cangara & Sultan (2016), higher education providers need to manage their organization like a business without leaving its ideal aspects. The marketing concept must be applied in managing the organization. Marketing is no longer a functional activity of the marketing department but is an integral part of an organization. Companies must transform themselves into the marketing company to compete globally.

Graph 6. Participating in or Watching IHDN Denpasar Arts Activities/Performances



Based on data collected from a total sample of 480 people above, 331 people (69%) stated that they had never attended or watched IHDN Denpasar arts activities/performances. The remaining 149 people (31%) stated that they had participated.

Table 3. Activities/Art Shows Participated or Watched to Obtain Information about IHDN Denpasar

No	Activities	Total	Percentage %
1	Bali Arts Festival	113	60,1
2	Mutual Cooperation (<i>ngayah</i>) at the Temple	32	17
3	<i>Bali Mandara Nawanatya</i>	10	5,3
4	Community Service	6	3,2
5	<i>Gelar Kreasi Seni Intelektual Muda (Genta)</i>	6	3,2

Based on the data of prospective new students who have participated or watched IHDN Denpasar arts activities/performances of 149 people, data obtained of 113 people (60.1%) have watched the Bali Arts Festival. 32 people (17%) have participated in *ngayah* at the temple, ten people (5.3%) have watched Bali *Mandara Nawanatya*, six people (3.2%) have attended community service, and six people (3.2%) have watched *Gelar Kreasi Seni Intelektual Muda* (Genta). A promotional mix can be done by using more innovative communication media, such as short message services, to attract potential customers (Wahyuni, 2012). In previous research on university marketing, Dumiyati (2008) states that an attractive marketing strategy is to implement the principle of focusing on the user community (students). This strategy is important because consumers (students) are the pulse of business management for higher education institutions. In line with the explanation above, Irawan (1990) states that several factors influence the best determination of the promotion mix variables. One of these factors is the budget or promotional funds. If the company/institution has large promotional funds, then the opportunity to use national advertising is also great.

There are obstacles in its application, namely the absence of human resources in communication science in the promotion team, especially in public relations. Furthermore, it causes marketing communication planning for promotional activities not to be structured properly and optimally. Thus, the increase in the number of students is not following what is expected. Furthermore, interpersonal communication between fellow less harmonious employees also causes the commitment to support all promotional activities to seem half-assed. Kriyantono (2008) states that one of the communication tasks of an educational institution is to build a corporate image. This communication task is carried out by all elements of the institution (employees and leaders) who take part in the formation of this image, whether they realize it or not. A positive image is an important step in achieving the institution's reputation in the eyes of the public.

Conclusions

The results above conclude that, in general, for practical purposes, the indirect cost element in costing is ignored by IHDN Denpasar. Meanwhile, indirect costs, such as transportation costs from home, remain considerations in calculating the number of education costs chosen for prospective students or their families. The choice of campus location can be related to the population of an educational area. Thus, there must be a certain minimum number of students to justify the construction of a campus in an area. The strategic aspect of a location is seen from the reach of its educational service area. Thus, the anticipation of the scattered student residences is carried out through transportation facilities. Promotional activities build communication between IHDN Denpasar and prospective students or their families to influence their decisions in choosing a campus. Thus, there are elements of what is informed, the communication media used, and to whom the information is conveyed in promotional activities. In addition, there are also promotional activities to increase new students enrolled through a sales promotion approach, such as by setting the fees charged to students lower than other universities. This activity is intended to counter other competing universities.

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