

ABSTRACT

Promotion strategy becomes more essential when a new product will be launched and when a product is not as what we expected. A website is also a product, like other services and goods. A website also needs a promotion. Many strategies are employed to promote a website to achieve the target market. Furthermore, a website has its own way of promotion.

To introduce a website to clients, there are many things the author should explore. Starting from knowing the education background of the clients, problems which may appear from the information they access, the means of how the clients access the information, and the behaviors of the clients. From those aspects, the author can determine a proper way to promote his website and to achieve the target market.

To achieve the expected data above, the author uses interviews, focus group discussions (fgd), secondary data, literatures, journals, and observations. The population of the research is Bintara junior and senior high school students and parents that are accidentally chosen.

From the research, the author concludes that: 1. Education clients need more information about the recruitment of new students in a university or a school. By using a simple language and interactive ways of promotion, the author can really attract the attention of the clients; 2. The information searching process, which is to find the data of schools and colleges relies on recommendations from people of the surroundings without the objective procedures; 3. The advertising media has strengths and weaknesses and they wrap each other; 4. Clients' choices in using the media are influenced by how easy the data is found. 5. Education clients in majority in Jabodetabek, have already been familiar with the computer and internet. Their habits in using both technologies have helped them do their homework, find more friends, and purchase their favorite things online; 6. Promoting a website can become something important and has to go through many ways and strategies, such as: below the line, online or even above the line; just like other services and products.