



Universitas Mercu Buana
Fakultas Ilmu Komunikasi
Bidang Studi Marketing
Communication & Advertising
Simon
44310120076

MARKETING COMMUNICATION STRATEGY IN STIE-MULIA SINGKAWANG TO GET NEW STUDENTS IN THE SINGKAWANG CITY , WEST KALIMANTAN 2014

ABSTRACT

STIE Mulia Singkawang an Economics College first and the only one in the Singkawang city, West Kalimantan. Besides facing competition between PTS, STIE-Mulia Singkawang is also faced with the problem of how to change the paradigm of the younger generation, especially the graduates Singkawang SMU / SMK are generally willing to work right away or get civil servants in order to continue on to higher education to become a Bachelor. This research is a descriptive study that aims to determine the Marketing Communication Strategy implemented STIE Mulia Singkawang to get new students. Fieldwork was conducted through direct interviews with the key-person marketing department in STIE Mulia Singkawang.

STIE Mulia Singkawang marketing policy formulation has utilized 7P's (Product - Price - Place - Promotion - People - Process - and Physical Evidence) as elements of the marketing mix. While marketing communication program focused on the application of the pull-strategy through a promotion mix. Advertising is using local media such as local newspapers Singkawang Post, Pontinak Post, News ordinance, etc. Sales promotion, such as brochures, banners, participated in various educational exhibits, local and national events (Cap Gomeh, the March 17-an, Competition hiking, etc.). Public relations and sponsorship, in social activities, treatment of cataracts, donated food, donated school supplies for elementary students, and so on. Personal selling, by implementing the approach and presentation of door to door to SMU / K, enterprise, government offices, SGS program (student get student) and so on. Total acquisition of new students for 3 (three) years tend to be stable despite the drop, resulting in marketing costs per unit of students increased. Overall it can be concluded that the marketing communications program implemented STIE-Mulia Singkawang quite effective even though its efficiency decreases.

Keywords: communications strategy, marketing communications.