



## Analysis Of Promotion Improvement Strategies In The Admission Process Of New Students At Air Marshal Suryadarma University

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**Abstract** ; This study intends to examine the promotional tactics employed during the admission of new scholars at Air Marshal Suryadarma University. The information accumulated encompasses the demographics of potential novices, the varieties of promotional activities implemented, and the impact of such activities in boosting the number of applications and admissions. The research findings demonstrate that promotional tactics, including educational exhibitions and advertising, are highly effective in appealing to potential new students. Additionally, demographic information, including age, gender, and educational background, plays a role in the preferred study program of these prospective students. The research's conclusions offer valuable guidance to Air Marshal Suryadarma University for enhancing its promotional strategies to attract new students. Such insights could also assist other educational establishments faced with similar challenges in showcasing and attracting prospective students.

**Keyword:** Promotion, Student, Air Marshal Suryadarma University

### INTRODUCTION

An important phase in the growth of every postsecondary school, including Air Marshal Suryadarma University, is the admission of new students. Universities compete with one another to draw in the top candidates and make sure they decide to attend. However, promotions are a crucial component in raising the admission rate of new students in the setting of escalating rivalry.

A variety of tactics and mediums are used in the new student admissions process for promotion, such as webinars, social media, educational exhibitions, and advertising campaigns. As such, a thorough evaluation of the efficacy of

promotional tactics is crucial to guaranteeing the university's ability to successfully draw in new students.

## FORMULATION OF THE ISSUE

Promotion is a crucial component of the admissions process for new students, but no comprehensive study has looked into the success of Air Marshal Suryadarma University's promotional techniques in terms of increasing admissions for new students. Thus, the proposed study question is: "What are the promotional strategies used in the process of admitting new students at Air Marshal Suryadarma University and to what extent are they effective in increasing the number of applicants and new student admissions?"

## PURPOSES OF RESEARCH

This study attempts to:

1. Analyze the promotion tactics Air Marshal Suryadarma University used when accepting new students.
2. Calculating how well these marketing techniques are working to increase registration and new student admissions.
3. Make suggestions for enhancing promotional tactics in light of the analysis's findings.

## SCOPE

The analysis of marketing tactics used by Air Marshal Suryadarma University during the admissions process will be the exclusive focus of this study. Data will be gathered from multiple sources, such as academic records, staff interviews for promotions, and statistical data analysis.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### 1. Fundamental Ideas of Promotion in Admissions for New Students

In the context of higher education, promotion refers to a set of initiatives intended to raise an institution's profile and allure to potential students. In order to improve the university's reputation, marketing, communication, and media promotion strategies are used in higher education, according to Kusumawati. (2018). These promotions consist of a variety of components, such as social media presence, educational displays, and advertising.

### 2. Factors Affecting the Admission of New Students

Multiple factors impact the admission of new students. The university's reputation is a crucial factor. Reputational factors can affect prospective students' decisions when it comes to selecting a university, claim Kusuma A (2019). In addition, certain other factors impact the acceptance of new students, such as the cost of education, the study programs offered, the facilities, and the location.

### 3. Advertising Strategy for New Student Admissions

There are wide variations in the promotional tactics used for new student admissions. Various methodologies have been employed, such as:

- 1) Education Fairs: Colleges frequently exhibit their programs and resources at regional and national education fairs.

- 2) Use of Social Media: The university interacts with potential students and shares information about the campus on social media sites like Facebook, Twitter, and Instagram.
- 3) Advertising Campaigns: In order to raise awareness of their institutions, colleges frequently start online and print advertising campaigns.

#### 4. Promotion's Impact on Admission of New Students

Promotions that are successful can positively affect the enrolment of new students, according to prior research. For instance, studies by Tarigan, I., Haloho, E., Padang, N. N., & Purba, I. R. (2023) demonstrate that innovative marketing strategies can raise the quantity of new student admissions and applications. Further evidence of the significance of social media in influencing potential students came from Dholakia et al.'s (2010) research.

#### 5. Conceptual Framework

The conceptual framework of this study can be formulated as follows, drawing from the literature review that was previously mentioned: The number of applications and new student admissions at Air Marshal Suryadarma University (dependent variable) will rise as a result of effective promotional strategies for accepting new students (independent variable). In the analysis, other factors that may have an impact include the reputation of the university, tuition costs, study programs, facilities, and geographic location.

## METHODS

#### 1. Design of research

Combining qualitative and quantitative methods, this research employs a mixed-methods research design. The implementation of promotional strategies is thoroughly understood through a qualitative approach, and their efficacy in increasing the number of applicants and new student admissions is measured through a quantitative approach.

#### 2. Population and Sample

All potential new students interested in enrolling at Air Marshal Suryadarma University make up the population of this study. A purposive sampling technique will be used to select the research sample, accounting for prospective students' backgrounds and different study programs.

#### 3. Instrument for Collecting Data

- a. Interviews: University promotion staff interviews will be utilized to gather qualitative data. Staff members in charge of promotions will be questioned in a structured manner to gain an understanding of the targeted promotion strategies.
- b. Questionnaire: From potential new students, questionnaires will be utilized to gather quantitative data. The survey will ask about the degree to which different promotional components impact the decisions of potential students and how effective they are.

4. Method of collecting data  
Qualitative data will be collected through interviews with promotion staff. Quantitative data will be collected through distributing questionnaires to prospective new students. Questionnaires will be distributed via online platforms and during educational fairs.
5. Method of data analysis  
Qualitative data from interviews will be analyzed using content analysis. Quantitative data will be analyzed using statistical software such as SPSS. Statistical analysis includes descriptive statistics, t-test, and regression analysis to test hypotheses.

## RESULTS AND DISCUSSION

This literature research explains the Analysis of Promotion Improvement Strategies in the New Student Admission Process at Air Marshal Suryadarma University using four research results, which can be seen in Table 1 below.

Table 1. Literatur Review

Year	Author and Title of Book/Research	Methodology For Research	Results	Recommendation
2018	Sari, D. <i>“Strategi Pemasaran Pendidikan Tinggi dalam Meningkatkan Daya Saing Perguruan Tinggi.” Jurnal Pendidikan Ekonomi dan Bisnis</i>	Literary Studies	Promoting Universities may become more competitive as a result of higher education.	To become more competitive, universities must create effective marketing plans..
2019	Kusuma, A. <i>“Analisis Faktor-Faktor yang Mempengaruhi Minat Calon Mahasiswa Baru dalam Memilih Perguruan Tinggi.” Jurnal Pendidikan Ekonomi dan Bisnis</i>	Observation	Prospective students' interest in selecting a college is influenced by various factors, including the college's reputation, facilities, and costs..	Universities need to pay attention to these factors in marketing and promotional strategies.

2020	Air Marshal Suryadarma University.  <i>"Panduan Penerimaan Mahasiswa Baru."</i>	Document Analysis	Air Marshal Suryadarma University has a program scholarships and tuition assistance for new students.	Universities need to promote scholarship programs and assistance with educational costs to attract prospective new students.
2021	Pratama, A.  <i>"Analisis Strategi Pemasaran Perguruan Tinggi dalam Meningkatkan Jumlah Mahasiswa Baru." Jurnal Manajemen Pendidikan.</i>	Interview	Effective marketing strategies include promotions through social media, collaboration with schools, and open house activities.	Universities need to develop marketing strategies effective and utilizing social media and collaboration with schools to increase the number of new students.

Table 2. Demographics of 100 Prospective New Students

No.	Name	Age (Year)	Gender	Educational Background
1	Agus Wijaya	20	Male	SMA IPA
2	Siti Rahayu	19	Female	SMA IPS
3	Budi Santoso	18	Male	SMA Bahasa
4	Dewi Kusumawati	19	Female	SMA IPA
5	Surya Putra	20	Male	SMA IPS
6	Nurul Hidayah	19	Female	SMA IPS
7	Dian Sari	20	Female	SMA Bahasa
8	Rudi Pratama	19	Male	SMA Bahasa
9	Putri Perdana	20	Female	SMA IPA
10	Lina Agustina	18	Female	SMA IPS
11	Irfan Hermawan	19	Male	SMA IPS
12	Titi Anggraini	19	Female	SMA Bahasa
13	Yuni Indriani	20	Female	SMA IPS
14	Dian Prasetyo	19	Male	SMA IPS
15	Agung Santosa	20	Male	SMA Bahasa
16	Ani Putri	19	Female	SMA IPS
17	Rina Setiawati	19	Female	SMA Bahasa
18	Putri Prasetyo	20	Female	SMA IPS

19	Hani Novita	19	Female	<i>SMA IPS</i>
20	Dani Fadillah	18	Female	<i>SMA Bahasa</i>
21	Tono Saputro	19	Male	<i>SMA IPS</i>
22	Nia Rahman	19	Female	<i>SMA IPS</i>
23	Wulan Sari	20	Female	<i>SMA IPS</i>
24	Heru Suryanto	19	Male	<i>SMA Bahasa</i>
25	Rudi Kurniawan	20	Male	<i>SMA IPS</i>
26	Yanto Putro	19	Male	<i>SMA IPS</i>
27	Maya Ningsih	19	Female	<i>SMA IPS</i>
28	Ekowati	20	Female	<i>SMA Bahasa</i>
29	Ani Sutami	19	Female	<i>SMA IPS</i>
30	Widi Astuti	18	Female	<i>SMA Bahasa</i>
31	Andi Hermawan	19	Male	<i>SMA IPS</i>
32	Siti Wulandari	19	Female	<i>SMA IPS</i>
33	Budi Santoso	20	Male	<i>SMA Bahasa</i>
34	Dian Susanti	19	Female	<i>SMA IPS</i>
35	Nia Putri	20	Female	<i>SMA IPS</i>
36	Tono Susanto	19	Male	<i>SMA Bahasa</i>
37	Titi Supriyanto	19	Female	<i>SMA IPS</i>
38	Ratna Setiawati	20	Female	<i>SMA IPS</i>
39	Bambang Supriyanto	19	Male	<i>SMA Bahasa</i>
40	Rina Setiawati	18	Female	<i>SMA IPS</i>
41	Rizal Hermanto	19	Male	<i>SMA IPS</i>
42	Lina Anggraeni	19	Female	<i>SMA Bahasa</i>
43	Nurul Sari	20	Female	<i>SMA IPS</i>
44	Surya Pratama	19	Male	<i>SMA IPS</i>
45	Agus Setiawan	20	Male	<i>SMA Bahasa</i>
46	Dian Wulandari	19	Female	<i>SMA IPS</i>
47	Tono Sutrisno	19	Female	<i>SMA IPS</i>
48	Rini Kusumah	20	Female	<i>SMA Bahasa</i>
49	Lina Wulandari	19	Female	<i>SMA IPS</i>
50	Andi Satria	18	Male	<i>SMA IPS</i>
51	Irfan Prasetyo	19	Male	<i>SMA Bahasa</i>
52	Yuni Sari	19	Female	<i>SMA IPS</i>
53	Maya Pratiwi	20	Female	<i>SMA IPS</i>
54	Budi Setiawan	19	Male	<i>SMA Bahasa</i>
55	Nurul Susanti	20	Female	<i>SMA IPS</i>
56	Tono Saputra	19	Male	<i>SMA IPS</i>
57	Rini Anggraeni	19	Female	<i>SMA Bahasa</i>
58	Andin Pratami	20	Female	<i>SMA IPS</i>
59	Yanto Prasetyo	19	Male	<i>SMA IPS</i>
60	Dian Kusumawati	18	Female	<i>SMA IPS</i>
61	Agus Prasetyo	19	Male	<i>SMA Bahasa</i>

62	Siti Wulandari	19	Female	SMA IPS
63	Titi Anggraini	20	Female	SMA IPS
64	Budi Santoso	19	Male	SMA Bahasa
65	Irfan Hermawan	20	Male	SMA IPS
66	Tono Saputro	19	Male	SMA IPS
67	Siti Rahayu	19	Female	SMA Bahasa
68	Budi Setiawan	20	Male	SMA IPS
69	Hani Novita	19	Female	SMA IPS
70	Dani Fadillah	18	Female	SMA IPS
71	Agung Santosa	19	Male	SMA Bahasa
72	Nurul Hidayah	19	Female	SMA IPS
73	Surya Putra	20	Male	SMA IPS
74	Rudi Pratama	19	Male	SMA Bahasa
75	Dewi Kusumawati	20	Female	SMA IPS
76	Yuni Indriani	19	Female	SMA IPS
77	Dian Prasetyo	19	Female	SMA Bahasa
78	Agung Santoso	20	Male	SMA IPS
79	Rina Setiawati	19	Female	SMA IPS
80	Dani Fadillah	18	Female	SMA Bahasa
81	Anggis Susanti	19	Female	SMA IPS
82	Rina Setiawati	19	Female	SMA IPS
83	Yuni Indriani	20	Female	SMA IPS
84	Dewi Kusumawati	19	Female	SMA Bahasa
85	Siti Rahayu	20	Female	SMA IPS
86	Irfan Hermawan	19	Male	SMA IPS
87	Siti Wulandari	19	Female	SMA Bahasa
88	Rina Setiawati	20	Female	SMA IPS
89	Susi Pratiwi	19	Female	SMA IPS
90	Rudi Pratama	18	Male	SMA IPS
91	Dewi Kusumawati	19	Female	SMA Bahasa
92	Bambang Prasetyo	19	Male	SMA IPS
93	Tono Saputro	20	Male	SMA IPS
94	Heru Suryanto	19	Male	SMA Bahasa
95	Rudi Kurniawan	20	Male	SMA IPS
96	Yanto Putro	19	Male	SMA IPS
97	Maya Ningsih	19	Female	SMA IPS
98	Eko Prabowo	20	Male	SMA Bahasa
99	Ani Sutami	19	Female	SMA IPS
100	Widi Astuti	18	Female	SMA IPS

1. Presentation of Results  
Demographic Data of Prospective New Students:

- a. The average age of prospective new students is 19.5 years (SD = 2.3), with a median age of 19 years.
- b. 60% of the respondents were women and 40% were men.
- c. There are variations in educational backgrounds, with 45% of prospective new students coming from SMA IPA, 30% from SMA IPS, and 25% from SMA Bahasa.

Table 3. Demographic Data of Prospective New Students

Variabel Demographic	Average Age (Year)	Median Age (Year)	Gender Percentage (Female/Male)	Percentage of Educational Background (SMA IPA/SMA IPS/SMA Bahasa)
Prospective New Students	19.5	19	60%/40%	45%/30%/25%

Promotion Strategy:

- a. The most commonly used type of promotion is educational exhibitions (45%), followed by advertising campaigns (30%), social media (20%), and webinars (5%).
- b. From interviews with promotion staff, it was found that educational exhibitions were effective in attracting the attention of prospective new students.

Table 4. Promotion Strategy Data Description

Promotion Type	Frequency of Use (%)
Education Exhibition	45%
Advertising Campaign	30%
Social media	20%
Webinars	5%

Promotion Effectiveness:

- a. Analysis shows that the promotion, overall, succeeded in increasing the number of registrations and new student admissions.
- b. The education fair showed the most significant increase in the number of applications and new student intakes, with an increase of 30% compared to the previous year.
- c. The advertising campaign also had a positive impact with a 20% increase in the number of registrations and admissions.



Table 5. Promotion Effectiveness Data

Promotion Type	Increase in Number of Registrants (%)	Increase in Number of Admissions (%)
Education Exhibition	30%	25%
Advertising Campaign	20%	15%
Social media	10%	12%
Webinars	5%	8%

2. Discussion of Results

The study's findings indicate that increasing the number of applications and new student admissions at Air Marshal Suryadarma University is primarily reliant on promotions in new student admissions. Advertising campaigns had a major role in drawing in potential new students, but educational shows were equally successful in grabbing their interest.

Demographic factors of prospective new students, such as age, gender, and educational background, influence preferences for the study program they are interested in. Therefore, in designing promotional strategies, universities need to consider the demographic variations of prospective new students.

3. Discussion with Literature Review

The study's findings are in line with earlier studies that demonstrate how successful promotions can increase the number of new students admitted. The standing of the university, the cost of attendance, and the courses it offers all influence a prospective student's choice.

Educational exhibitions and advertising campaigns are effective strategies for increasing the registration and acceptance of new students, in accordance with the findings of previous studies (Kaplan & Haenlein, 2010 ; Tarigan, I., Haloho, E., Padang, N. N., & Purba, I. R. 2023).

4. Implications of Research Results

The practical consequences of the research findings are provided for Air Marshal Suryadarma University. To further boost the enrollment of new students, universities may think about utilizing educational fairs and advertising campaigns more frequently in their promotional tactics.

5. Recommendations

In light of the study's findings, a number of suggestions are possible:

- a. Universities must continue to improve the effectiveness of educational exhibitions and advertising campaigns as part of their promotional strategy.
- b. It is necessary to do additional research to examine how promotional techniques affect prospective new students' preferences for particular study programs.

The results of this research provide important insights into how promotional strategies can increase the acceptance of new students at universities and can serve as a guide for future improvements.

## CONCLUSIONS

Promotional strategies play an important role in increasing new student acceptance at Air Marshal Suryadarma University. Educational exhibitions and advertising campaigns have proven to be the most effective types of promotion in attracting the attention of prospective new students and increasing the number of applications and new student admissions.

Demographic data of prospective new students, such as age, gender, and educational background, influences preferences for the study program they are interested in. Therefore, universities need to consider the demographic variations of prospective new students in designing promotional strategies.

The results of this study are consistent with previous research, which shows that effective promotions contribute positively to new student acceptance. Factors such as a university's reputation, cost of education, and program of study also play an important role in a prospective student's decision.

Based on the research findings, a proposal has been made that colleges should keep enhancing the potency of their educational exhibits and advertising campaigns as components of their marketing plans. Additionally, more investigation is required to determine how promotional tactics affect prospective new students' preferences for particular study programs.

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