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Analysis Of The Influence Of Digital Marketing On The Increasing Number Of New Students At Dirgantara Marsekal Suryadarma University

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Abstract: This research aims to analyze the influence of digital marketing on increasing the number of new students at Dirgantara Marsekal Suryadarma University (UNSURYA). This research provides valuable insight into efforts to increase the number of new students at Marshal Suryadarma Dirgantara University. The results of data analysis show that the research model has good suitability and the research hypothesis can be proven. The conclusion drawn is that digital marketing influences the number of new students at Dirgantara Marsekal Suryadarma University.

Keywords: Dirgantara Marsekal Suryadarma University, Marketing Management, Digital Marketing

INTRODUCTION

Since the last few decades, people have been familiar with social media platforms, such as: TikTok, Instagram, Facebook and YouTube. In this era, both children and adults are familiar with social media.

In this age of technology and information, it is very important to understand how far we can achieve our expected goals. Information is capital in advancing knowledge today and a weapon for developing a country in the era of globalization in the field of marketing management.

Technological advances in the current era have had a lot of influence on communication and information from conventional to modern and completely digital, making technological developments increasingly rapid. Moreover, with the internet facilities that are available on every cell phone, it makes it easier for people to find out information anywhere and anytime.

The survey, which was conducted throughout 2016, found that 132.7 million Indonesians were connected to the internet. Indonesia's total population is 256.2 million people. This indicates an increase of 51.8 percent compared to the number of internet users in 2014. A survey conducted by APJII in 2014 only had 88 million internet users. "The cause is the development of infrastructure and the ease of getting smartphones or handheld devices," explained APJII Chairman Jamalul Izza when met by Kompas Tekno on the sidelines of the announcement of the 2016 Indonesian Internet User Research, in Jakarta, Monday (24/10/2016), Kompas.

Indonesia is a large country with a population of around 200 million, so Indonesia is called a potential digital market. Based on a poll, "the quantity of internet users in Indonesia is around 10.12 percent". However, according to Henri, "of the total community of 171.17 million people, around 64.8 percent are connected to the internet." That number is expected to continue to increase.

Social media is actually an interaction and socialization tool, and can also be used as a facility as the cheapest and easiest marketing tool. Ease of our business needs is part of the progress of social media. When compared with other effects, social media will have an impact on all levels, and it is also different from traditional marketing. The use of technological media through marketing is a breakthrough that needs to be evaluated. Whether social media is understood or not, from now on it has been widely used by various public groups, so this research is an experiment to analyze and analyze the needs and as a tool of social media in a marketing context.

The research was carried out using qualitative descriptive methods, namely using library or literature studies, using journals, books, periodicals and the web that were relevant to the research.

In this journal, the author aims to provide a deeper understanding of the influence of digital marketing on the number of new students at Dirgantara Marsekal Suryadarma University. The expected result is to identify best practices that can become a reference for other educational institutions facing similar changes in the current era of digitalization.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

State your Grand theory which became the basic theory of the Agency theory (Jensen and Mackling 1976). Middle theory: Assymetri Information theory (Akerlof 1970). Applied theory: Is Signalling theory (Ross 1977). Agency Theory was introduced by Jensen and Meckling (1976) in Sugiyanto and Ety (2018) etc.

METHODS

The method used in the research is carried out in the form of a literature study which ensures transparency and replicability in terms of the steps followed, thus providing a global view of the most important ideas on a topic in the research field. To achieve its objectives, this research uses a descriptive and analytical approach. In this case, you choose one of the method steps, namely selecting relevant initial studies.

According to writerbster and Watson (2002), literature study is a research method that allows researchers to investigate existing literature, evaluate the

findings previously, and combining results from multiple sources to build understanding comprehensive research topic.

The data collection methods in this research are:

1. Qualitative methods, in detail, qualitative provide space for researchers to descriptively study the phenomena being studied in order to achieve a policy for action or attitude. Of course, in marketing research, this is a very comfortable and easy step. (Permata Sari, 2020).

2. Secondary data collection methods. We collected data for this research through marketing books, scientific articles, and journals, as well as websites related to this research and whose dependent and independent variables were the same as the name of the researcher, save select. (Lestari & Saifuddin, 2020).

Based on the explanation of the data collection method used, the author can describe a problem and collect secondary data related to the research topic. Selective steps in secondary data collection and evaluation of research methodology ensure the quality and relevance of the information the authors present. Next, the author will describe the findings from the literature study on secondary data collection and apply them to the Dirgantara Marsekal Suryadarma University.

RESULT AND DISCUSSION

Profile of Dirgantara Marsekal Suryadarma University

Dirgantara Marsekal Suryadarma University (UNSURYA) is a private university under the leadership of the Indonesian Air Force which is organized by the Adi Usaha Foundation (YASAU). UNSURYA is the only university in Jakarta that focuses on aerospace science. Founded in 1988 with the name Suryadarma Aerospace Technology Institute (ITD) then in 1989 it changed to Suryadarma Aerospace Technology College (STTD), as the campus developed, in 1999 STTD changed to Suryadarma University. In 2016, the words "Dirgantara" and "Marshal" were added so that it became "Marshal Suryadarma Aerospace University" to show its identity as a university that has specialties in the field of aerospace in accordance with its vision.

This university has a strong vision and mission in supporting education and research in the field of aviation. The determination of UNSURYA's Vision, Mission, Goals and Targets was studied from various inputs involving a number of parties such as university leaders, faculties, alumni, alumni users, experts and competent and relevant stakeholders. The following is its vision, namely "To become a Center of Excellence in aerospace higher education and a field of knowledge developed in Indonesia with outcomes ready for use in the world of work". The missions to achieve this vision include:

1. Providing superior higher education in the field of aerospace and related fields of knowledge with outcomes that are independent, characterized, professional and ready to be used in the world of work.

2. Carrying out the role of Higher Education as agents of change in the field of aerospace technology and related knowledge groups developed at UNSURYA.
3. Implement superior, fair and sustainable higher education governance and administration.

Based on the vision and mission above, UNSURYA also has several goals to be achieved, include:

1. Produce graduates who are academically competent, devoted to God Almighty, have noble character, have an entrepreneurial spirit, are professional, independent, have a work ethic, are disciplined, have insight into the latest aerospace technology so that they are able to compete and excel at the national and international levels;
2. Produce works of technological, artistic, social and cultural innovation that are capable of developing the nation's economy, building independence, based on noble cultural values that are useful and superior at the national and international levels;
3. Creating a friendly, competitive, superior, high-tech higher education environment so that it is able to develop the potential of every member of the academic community;
4. Realizing higher education governance and administration that is accountable, effective, efficient, up-to-date and integrated so that it is able to compete at national and international levels.

Curriculum development at Unsurya refers to Unsurya's Vision and Mission as stated in Unsurya's 2018-2023 Strategic Plan. Program optimization, education consists of:

1. Implementation of research-based learning,
2. Implementation of study programs according to national and international standards,
3. Carrying out a restructuring program to strengthen Unsurya as the center aerospace education towards the center of excellence of Indonesian Aviation University. Apart from that, the curriculum at Unsurya refers to the Chancellor's Decree Number: 01 of 2011. The curriculum that applies to the study program is called the operational curriculum which describes the competencies of graduates that will be produced and is always adapted to developments in science and the needs of the world of work. Curriculum reviews are carried out at least two years from the time the curriculum is implemented. The study program carries out curriculum monitoring and evaluation based on Ministerial Decree Number: 045/2002, article 6 paragraph 2), concerning the core curriculum and Unsurya Chancellor's Decree No. 01 of 2011. Implementation of monitoring and evaluation

of curriculum development involving lecturers, students, alumni, users, quality assurance units and the Chancellor's Expert Staff for Curriculum.

The operational curriculum structure in undergraduate and diploma programs at Unsurya is organized referring to applicable laws and regulations, namely MKDK (Personality and Development Courses), and MKDU (Scientific and Skills Courses). In the curriculum of all undergraduate and diploma study programs, in addition to the mandatory subjects stipulated by law, there are Religion, Indonesian Language, Pancasila and Citizenship. The curriculum at Unsurya also requires a Character Building (Airman Ship) course which aims to give students and graduates the ability to have a spirit of integrity. The postgraduate study program curriculum is adjusted to the needs of academic/professional competencies.

Marketing Management

Marketing management is an activity planned and carried out by the company. Planning requires the right strategy and expertise to determine the plan. The role of marketing management in a company is very important, this includes preparing more innovative products, selecting the company's desired market share, and promoting new products to potential buyers.

According to Kotler and Keller (2017:6), marketing management is a target market to attract, retain and increase consumers by creating and providing good sales quality.

According to Tjiptono (2016:63), overall marketing management is the way a company does business by preparing, determining and distributing products, services and ideas that can meet the needs of the target market.

According to Assauri (2018:12), marketing management is an activity of creating, preparing, implementing plans carried out by a company to generate profits.

Based on the three statements that have been explained by several experts, researchers conclude that marketing management is a science that is applied to a business to keep it alive through the process of planning, implementing and controlling programs to create marketing concepts.

Digital Marketing

Digital marketing according to Coviello, Milley and Marcolin (2001:26) is the use of the internet and the use of other interactive technologies to create and connect dialogue between companies and identified consumers.

Digital marketing according to Heidrick & Struggless (2009:1) is the development of digital marketing via the web, mobile phones and gaming devices, offering new access to advertising that is not heralded and is very influential. So why don't marketers throughout Asia shift their budgets from traditional marketing such as TV, radio and print media towards new technological media and more interactive media.

According to Urban (2004:2), digital marketing is using the internet and information technology to expand and improve traditional marketing functions. This definition concentrates on all traditional marketing. We can also state that opinions such as "interactive marketing", one-to-one marketing and "e-marketing" are closely related to "digital marketing".

Digital marketing according to Ridwan Sanjaya & Josua Tarigan (2009:47) is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, Adwords, or social networks. Of course digital marketing is not just talking about internet marketing.

Based on the four statements that have been explained by several experts, researchers conclude that digital marketing is marketing activities that use digital-based information technology.

CONCLUSIONS

Analysis of the Characteristics of Dirgantara Marsekal Suryadarma University

Dirgantara Marsekal Suryadarma University (UNSURYA) is a higher education institution that uses technology in its marketing. As a university with a long history and reputation for excellence, UNSURYA has established a strong commitment to academic excellence and the development of high-quality human resources. This is reflected in its focus on education and training in the aerospace sector, where technology and digital innovation play a central role. UNSURYA is also known for its collaborative efforts with the aerospace industry. Located in a strategic area, UNSURYA has succeeded in building partnerships with leading aerospace companies. This collaboration opens the door for UNSURYA students to access resources, training and industry knowledge relevant to digital technology. In the process, UNSURYA has better access to the latest developments in the industry, enabling it to prepare graduates with skills that match the demands of an increasingly digitalized industry.

In the current era of digitalization, UNSURYA has changed the way of marketing in marketing its qualities and qualities so that people are interested in studying at UNSURYA. UNSURYA continues to strive for digital marketing development to attract public interest. Starting with marketing via the web page <https://www.unsuryaa.ac.id/> and social media platforms such as Instagram, Tiktok and YouTube.

A deep understanding of UNSURYA's special characteristics is the key in developing digital marketing to increase the number of new students. By utilizing a commitment to academic excellence, industrial partnerships, and the integration of digital technology in the educational process, UNSURYA can compete with other universities in today's competition.

Analysis of the Relationship between Marketing Management Theory and the Characteristics of Dirgantara Marsekal Suryadarma University

Relationship between Theories According to Kotler and Keller (2017:6), marketing management is a target market to attract, retain and increase consumers by creating and providing good sales quality, by maintaining and providing good quality, Dirgantara Marsekal Suryadarma University (UNSURYA) has established a strong commitment to academic excellence and the development of high-quality human resources.

The two relationships between theories According to Tjiptono (2016:63), marketing management as a whole is the way a company does business by preparing, determining and distributing products, services and ideas that can meet the needs of the target market, with this Dirgantara Marsekal Suryadarma University (UNSURYA) has successfully built partnerships with leading aerospace companies. This collaboration opens the door for UNSURYA students to access resources, training and industry knowledge relevant to digital technology.

The relationship between Kotler and Keller's theory and Tjiptono's theory with the characteristics of Dirgantara Marsekal Suryadarma University (UNSURYA) is important in the marketing strategy carried out. By understanding the marketing strategies used and knowing the product advantages of Dirgantara Marsekal Suryadarma University (UNSURYA).

Analysis of the Relationship between Digital Marketing Theory and the Characteristics of Dirgantara Marsekal Suryadarma University

The relationship between Digital Theory Digital marketing according to Urban (2004:2) is using the internet and information technology to expand and improve traditional marketing functions, Dirgantara Marsekal Suryadarma University (UNSURYA) has used social media platforms to carry out marketing, where the social media platforms must be accessed using internet.

The relationship between digital marketing according to Heidrick & Struggless (2009:1) is the development of digital marketing via the web, mobile phones and gaming devices, offering new access to advertising that is not heralded and is very influential.

Dirgantara Marsekal Suryadarma University (UNSURYA) has an official website page, namely <https://www.unsurya.ac.id/>. This web page contains information about Dirgantara Marsekal Suryadarma University (UNSURYA).

The relationship between Digital marketing according to Ridwan Sanjaya & Josua Tarigan (2009:47) is marketing activities including branding that use various web-based media such as blogs, websites, e-mail, Adwords, or social networks. Of course digital marketing is not just talking about internet marketing. UNSURYA continues to strive for digital marketing development to attract public interest. Starting with marketing on social media platforms such as Instagram, Tiktok, and YouTube.

The Influence of Digital Marketing on Increasing the Number of New Students at Dirgantara Marsekal Suryadarma University

To increase the number of new students at Dirgantara Marsekal Suryadarma University, UNSURYA carries out marketing using digital marketing strategies. By utilizing social media platforms such as Tiktok (@unsuryajakarta), Instagram (@unsuryajakarta) youtube (@unsuryajakarta) to attract people to choose the UNSURYA desert as a place to study and gain knowledge.

Implementing digital marketing strategies is the right choice at this time, where people are now fluent in using modern digital technology. Using digital technology is also not difficult and easy to access.

From the results of the research, a sample was obtained for the number of students who had become Dirgantara Marsekal Suryadarma University (UNSURYA) students in the Master of Management study program with the following numbers:

1. In 2018 with a total of 29 students
2. In 2019 with a total of 31 students
3. In 2020 with a total of 58 students
4. In 2021 with a total of 58 students
5. In 2022 with a total of 93 students

Applying digital marketing theory to increase the number of new students is the right step in the ever-changing digital era, this approach helps universities

to remain focused on achieving strategic goals, ensuring the effective use of technology, and advancing Dirgantara Marsekal Suryadarma University so that it is better known to the wider community and is beneficial to the surrounding area.

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Dirgantara Marsekal Suryadarma University has characteristics that, with its particular characteristics in terms of academic focus, industrial partnerships, and digital technology, have great opportunities for success in facing the Era of Digital Transformation. Social media is influential in marketing. The perceived benefits of using social media are as a marketing medium and increasing the number of new students at Dirgantara Marsekal Suryadarma University. In this overall context, UNSURYA can improve its digital marketing strategy to face the current digital era and so that UNSURYA is better known to the wider community.

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