



Analysis of Marketing Strategies in an Effort to Increase the Number of New Students at Dirgantara marsekal Suryadarma University

Nurmaliza

The Aerospace Air Chief Marshal Suryadarma University, Jakarta

Email: malizanur912@gmail.com

Abstract; Universities are the highest educational institutions in the academic field. The presence of universities is useful for educating the nation's children, universities or institutes are required to be able to spark quality and useful innovations. The idea carried out by the institution is to make a strategy in increasing the quantity of new students. At one of the private institutes, Marshal Suryadarma Aerospace University in Jakarta City has experienced fluctuations in the number of new students over the last 5 years (2018-2023). In order for the number of new students to not decline, Dirgantara marsekal Suryadarma University made a unique and interesting strategy in order to optimize the number of new student admissions. The analysis used is a SWOT Analysis. The purpose of researchers using SWOT Analysis is to find out aspects that affect both internal and external which are strengths, weaknesses, opportunities, and threats in marketing strategies. The method used in research is the observation method. The result of the study using SWOT Analysis is to increase the number of new student admissions, so as to increase the reputation of universities and optimize marketing.

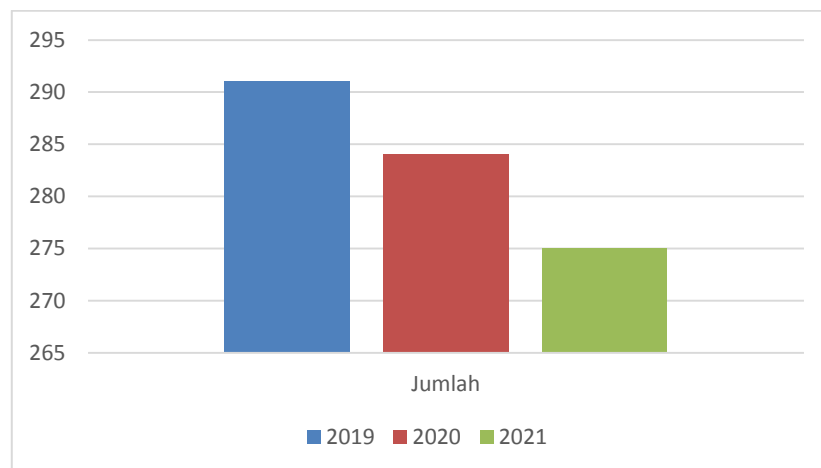
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INTRODUCTION

University or Institute is a means that can be carried out after completing upper secondary education and then want to continue to higher education. Institutes generally include diploma, bachelor's, master's, doctoral, and professional programs, as well as specialists.

In Indonesia in 2022, the total number for private universities is 2,982 units. The following data is presented on the number of private institutes in DKI Jakarta: (Central Bureau of Statistics, 2023)

Graph 1.1.
Number of Private Institutes in DKI Jakarta
Year 2019 – 2021



Source: Central Bureau of Statistics, 2023)

Based on Graph 1.2. it can be seen that the number of private institutes in DKI Jakarta has experienced significant fluctuations. In 2019 there were 291 private institutes, then in 2020 it experienced shrinkage with a total number of private institutes there were 284, and the last in 2021 experienced another shrinkage with a total of 275 private institutes in that year (Central Bureau of Statistics, 2023) .

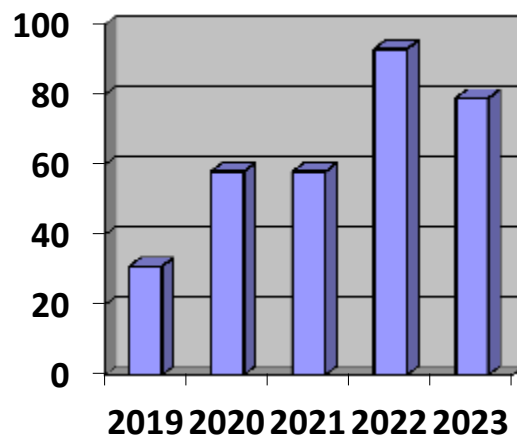
The large number of private institutes makes competition between universities in obtaining students tighter. The scheme that is now being carried out is a scheme war between institutes in obtaining new students who are many in quantity and quality. So that each institute has an attractive scheme so that the admission of new students can be as optimal as possible. The scheme is made based on the observation of the situation and conditions encountered, both external situations and internal situations (Kristanto et al., 2020).

One of the universities participating to compete in the competition between private institutes is Marshal Suryadarma Aerospace University located on Jl. Halim Perdana Kusuma No.1, RT.1 / RW.9, Makassar District, East Jakarta City, Special Capital Region of Jakarta, Post Code: 13610. Master of Management is one of the programs presented at the private institute. The following is presented the number of student admissions in the Master of Management Study program.

Graph 1.2.

Number of Master of Management Students

Year 2019 to 2023



Based on Graph 1.2. The amount of Master of Management Students in 2019 to 2023 experienced significant fluctuations, where there was an increase of around 27 students (87%) in 2019-2020, then there was no increase or shrinkage with the number of 58 students (0%) in 2020-2021, then rose again by 35 students (60%) in 2021-2022, and the last one experienced a shrinkage of around 14 students (-15%) in 2022-2023.

If you look at the data above, the number of new student admissions for Marshal Suryadarma Aerospace University is still not optimal. This can happen because of the influence of internal aspects and external aspects. Based on this, for private institutions to be able to compete in new student admissions, an accurate scheme agenda is needed that is consistently maximized in the face of educational competition, especially in East Jakarta, so that researchers want to conduct research related to Marketing Strategies in an Effort to Increase the Number of New Students at Marshal Suryadarma Aerospace University.

The purpose of this study is to find out and explain marketing strategies through SWOT analysis to increase the number of students at Marshal Suryadarma Aerospace University.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The theory used is Applied theory, more precisely Signalling theory (Ross, 1977). Signal theory is an action taken by management in providing guidance regarding the outlook of future management prospects.

METHODS

The approach applied in this study is qualitative design. Data is collected through archival analysis. Archive analysis is an efficient and effective way of collecting data because archives are a practical and manageable resource. Archives that are public (public) can come in many forms, making archives a very accessible and also reliable source of data (Morissan, 2019).

The primary data source is obtained from the official website of Marshal Suryadarma Aerospace University. In addition, other supporting data can be accessed through the official website of the Central Statistics Agency, journals that can be accessed through google scholar with criteria for 2018 – 2022 or within the last 5 years, and e-books that are in accordance with the research conducted.

The stages of data study are carried out using SWOT study techniques. SWOT study is a package planning system used to evaluate strengths, weaknesses, opportunities, and threats (Kristanto et al., 2020) .

RESULTS AND DISCUSSION

SWOT Analysis (Internal and External)

Internal conditions are identified to know their strengths and weaknesses. The strengths that have been possessed will be maintained and continue to be developed, while the weaknesses will be corrected. These internal and external conditions include several aspects, including human resources, facilities and infrastructure, information resources, organization, and financial resources. (Nasution & Rapono, 2018)

Human Resources

This aspect includes three main components, namely: lecturers, administrative staff, and students. The duties carried by lecturers are as teaching staff and as researchers.

Lecturer

Strength:

- All lecturers who teach the master of management study program have a minimum postgraduate or S2 educational background.

- Have a strong desire to renew knowledge.
- Have experience teaching, guiding and researching.

Debilitation:

- There are several lecturers who have postgraduate education but the field of science is not linear between S1 and S2.

Administration Personnel

Strength:

- Administrative personnel are competent in their fields.
- Have good performance.

Debilitation:

- There are still administrative personnel who are less dexterous in responding.

Students and Alumni

Strength:

- The number of students of the master of management study program is 79 students.
- The number of alumni who have been produced in the judicial event on March 4, 2023, is 57 students.
- The percentage of students who graduate on time is high.

Debilitation:

- Foreign speech skills of students and graduates are not entirely adequate.
- Not many students have participated in student creativity program (PKM) activities

Building Facilities

Strength:

- It has a permanent lecture building.
- Has supporting facilities such as a library.

Debilitation:

- The collection of books available in the library is inadequate.

Information Resources :

In this aspect, it is necessary to support the process of providing education.

Strength:

- Have a collection of scientific information resources in the form of journals available on the unsurya website.
- Information related to lectures can be accessed easily using the internet.
- Management and services have used an integrated computer-based network system.

Debilitation:

- There are journals that are still not varied, so to make it a supporting source for primary and secondary research is still relatively limited.
- An integrated system for management information that can be accessed up to the study program level is still in its infancy stage.

Organization:

Opportunity:

- There is an opportunity to open new study programs that are in demand in accordance with the development of society.
- Open opportunities to cooperate with other institutions both at home and abroad.

Challenge:

- Establishment of the National Accreditation Board to evaluate the performance of the institute.
- The demands of society for independent, authoritative, and efficient organizations.
- The community demands a greater role in advancing the Jakarta area in particular and Indonesia in general.

Financial Resources :

Opportunity:

- Possible involvement of alumni organizations to help the development of UNSURYA.
- The possibility of widespread cooperation with local governments, businesses and parents of students to increase funding sources from the community.
- Possibility to open business units on campus to increase funding sources.

Challenge:

- Increasing the cost of education can shift the position of low-income people.
- Limitations in the autonomy of fund management.
- Broad community involvement in funding, resulting in wanting results that show success.

CONCLUSION

Based on the research conducted, the following conclusions can be drawn:

1. Strength Aspect

- Based on the results of archive analysis, there are several strengths possessed by Unsurya, namely in terms of human resources, namely lecturers who teach already have an S2 background, this justifies the fact that lecturers in the Unsurya environment are sufficient requirements in the establishment of a university.
- Unsurya has enough land to accommodate all existing students. Unsurya Campus consists of 2 campus locations adjacent to the total land area of more than 13,000 m² and a building area of 50,000 m².
- Has supporting facilities and infrastructure for academic and non-academic activities such as lecture halls, administration rooms, laboratories, libraries, multipurpose rooms, and others.

2. Weakness Aspect

- There is still a lack of choices of journals available so that to make it a supporting source for primary and secondary research is still relatively limited.
 - Lack of responsiveness of administrative personnel in responding to complaints by students.
3. Opportunity Aspect
- There is trust from the government, community and business world towards Unsurya in an effort to develop and improve the quality of educational facilities and infrastructure to produce good quality human resources.
 - One of the private institutes under the auspices of the Air Force, making the public have no doubt in the quality provided by Unsurya, both from lecturers or lecturers and administrative staff.
4. Challenge Aspect
- The participation of the wider community in funding demands openness in financial management and quality of performance that embodies success.
 - Need considerable funds in building faculties or opening new study programs.
 - Increasing the cost of education can shift the position of low-income people.

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