



## Promoting The Aerospace Air Chief Marshal Suryadarma University: Strategies to Attract Students

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**Abstract;** This paper discusses the promotion strategy of Marshal Suryadarma Dirgantara University (UNSURYA) and solutions to overcome challenges in promoting itself. This paper also provides information about UNSURYA's background, its facilities, features and unique strengths, as well as the challenges UNSURYA faces in promoting itself. The purpose of this paper is to provide appropriate suggestions for UNSURYA so that it can attract more students and increase its visibility as a university that focuses on aerospace science. The research methodology used in this paper is literature study, interviews, surveys, and SWOT analysis. By implementing the right solutions, UNSURYA can attract more students and increase its visibility as a university that focuses on aerospace science..

**Keywords:** Promotion, UNSURYA, Strategy .

### INTRODUCTION

Air Marshal Suryadarma University (UNSURYA) is a key topic in university recruitment. Successful promotion of a university requires effective marketing strategies to reach a wider audience. Technical abbreviations will be explained as they arise, and a logical structure will be adhered to for clarity. This report aims to provide information on UNSURYA's distinctive features and advantages and also its student admission status and challenges. It is hoped that this report will aid in the understanding of UNSURYA and its potential as an academic institution. The paper will discuss effective strategies for promoting universities to prospective students, including advertising campaigns, social media outreach, and partnerships with local businesses. Technical term abbreviations will be explained upon first use. It will also analyze the significance of partnerships and collaboration in university promotion and offer instances of successful partnerships between universities and local organizations. The paper will adhere to conventional academic structure, maintain consistent author and institution formatting,

and follow style guides for citation and footnote formatting. It will feature clear, objective language with a formal register, avoiding biased or figurative language and unnecessary jargon. Careful attention will be paid to precise word choice and correct grammar, spelling, and punctuation. This paper will examine the obstacles faced by UNSURYA in its advancement and propose solutions. Objective evaluations will be employed throughout. Attracting potential students, increasing visibility, promoting brand awareness, and ultimately enhancing enrollment are crucial for universities. Effective marketing strategies can assist universities in reaching their objectives and thriving in the fiercely competitive higher education sector. Here are some reasons why promoting universities is important:

Firstly, promoting a university can enhance its visibility and broaden its audience. This can be achieved through various marketing techniques, including advertising campaigns, social media outreach and forging partnerships with local businesses. Various marketing strategies, including advertising campaigns, social media outreach, and partnerships with local businesses, can be employed to achieve these goals. This can be accomplished by emphasising the aviation-focused curriculum and state-of-the-art facilities that make the university unique.

Additionally, promoting the university's brand and reputation can be accomplished through establishing a robust online presence, engaging with potential students on social media, and developing partnerships with local organisations.

Finally, it is essential to increase registrations. The primary objective of promoting a university is to boost its enrolment figures. By attracting a larger student body, universities have the chance to expand and improve, thus providing better opportunities for both their students and faculty alike (Budiarto, E. (2020).

The intention of this paper is to furnish UNSURYA with practical insights that can aid in augmenting the number of new student enrolments while also broadening its audience.

## METHOD

The method used in this journal is as follows:

1. Literary studies:  
Conduct scholarly research to gather information about UNSURYA, including its facilities, characteristics, and distinctive qualities, as well as the obstacles it encounters when attempting to promote itself.
2. Interview  
Interview related parties, including students, lecturers, and staff at UNSURYA, to gather information about their experiences on campus and their opinions on suitable promotional tactics for UNSURYA.
3. Survey  
Carry out a survey to gather information on the inclinations of potential students towards UNSURYA and other educational institutions, and the aspects that have an impact on their decision when selecting a university.
4. SWOT Analysis:

Conducting a SWOT analysis is necessary to identify UNSURYA's strengths, weaknesses, opportunities, and threats concerning self-promotion and recruitment of students. Susanto, A. & Wijaya, B. (2019)

By utilizing appropriate methodologies, this document can present precise and pertinent data regarding UNSURYA's promotional tactics and ways to surmount impediments in promoting its brand.

## RESULTS AND DISCUSSION

**UNSURYA Description** Air Marshal Suryadarma University (UNSURYA) is a private institution situated in Jakarta, Indonesia. The university was established in 1988 under the title of Suryadarma Institute of Aerospace Technology (ITD), which was changed to Suryadarma Aerospace Technology College (STTD) in 1989. Subsequently, STTD transformed into Suryadarma University in 1999, and in 2016, the name was updated to Marshal Suryadarma Aerospace University to reflect its engagement in aviation-related disciplines. UNSURYA is Jakarta's sole university specializing in aviation science. It is led by the Indonesian Air Force and managed by the Adi Upaya Foundation (YASAU). Unsurya.wikipedia (2023) The university comprises five faculties, two master's programmes, seven undergraduate programmes, three diploma programmes, and two distinctive training programmes encompassing the Faculty of Aviation Technology, the Faculty of Industrial Technology, the Faculty of Economics, the Faculty of Law, and the Faculty of Health Sciences. The university comprises five faculties, two master's programmes, seven undergraduate programmes, three diploma programmes, and two distinctive training programmes encompassing the Faculty of Aviation Technology, the Faculty of Industrial Technology, the Faculty of Economics, the Faculty of Law, and the Faculty of Health Sciences. Technical term abbreviations will be fully explained upon first use. The university provides a range of undergraduate programmes such as Aircraft Maintenance, Electrical Engineering, Industrial Engineering, Information Systems and Aviation Information Systems. In addition, the institution offers a postgraduate programme in Management and a course in Law. The university logo depicts a black sky adorned with stars, a green circle emblematic of universal knowledge, a yellow Garuda bird representing aviation and an open white book signifying the development of scientific and technological infrastructure.

From Sevima.com (2023) Facilities, features, and unique strengths of Air Marshal Suryadarma University Marshal Suryadarma Dirgantara University (UNSURYA) are numerous, making it stand out from other universities. Facilities, features, and unique strengths of Marshal Suryadarma Aerospace University, Air Marshal Suryadarma University (UNSURYA) are numerous, making it stand out from other universities.

Consider these examples:

Facility:

- UNSURYA offers a variety of facilities to accommodate both academic and nonacademic activities, including classrooms, administration rooms, laboratories, libraries, and sports fields.

- Additionally, the University holds authorization from the Directorate General of Civil Aviation to operate an Aircraft Maintenance and Training Organization (AMTO), as well as possessing aircraft maintenance and training facilities.

#### Feature:

- UNSURYA is the only university in Jakarta that focuses on aviation science.
- The latest curriculum is regularly updated to keep up with the latest developments in the aviation industry.
- The university has four faculties, including the Faculty of Aviation Technology, the Faculty of Industrial Technology, the Faculty of Economics, and the Faculty of Law.
- Highly qualified instructors, including practitioners and experienced teachers in the aerospace field, form the teaching team.
- UNSURYA offers undergraduate programmes in various fields related to aviation, such as Aircraft Maintenance Engineering, Electrical Engineering, Industrial Engineering, and Aviation Information Systems.
- Industry Collaboration Collaborating with various aviation companies and related industries to ensure the relevance of education to industry needs.
- The university also offers a Master's in Management programme and a Law programme.

#### Unique powers:

- Location Strategy: UNSURYA's location in the heart of the aviation industrial area facilitates internships and field studies for students.
- Governance: The Indonesian Air Force leads UNSURYA, which is managed by the Adi Upaya Foundation (YASAU).
- Tradition of Excellence: UNSURYA boasts a long history of providing excellent aviation education.
- Specialized Training: The university's strong focus on aviation-related fields includes specialized training programs in aircraft maintenance and air traffic control.
- Extensive alumni network within the aviation industry provides graduates with job and career opportunities.
- UNSURYA's unique logo signifies its dedication to aviation science and technological infrastructure advancement.

Current conditions and challenges of student registration at UNSURYA The registration procedure and requirements can differ according to individual university policies. International students may also need to provide visa or residency documents.

Additionally, students may have the opportunity to attend orientation programmes to get acquainted with UNSURYA's campus and resources. Nonetheless, following the registration process at UNSURYA, here is some general information: Upon acceptance into UNSURYA, new students will receive a username and password to access the university's student portal. The portal provides access to important information such as enrollment dates, academic schedules, and course offerings. Students are expected to

register for classes within the given enrollment dates. To complete registration, it is necessary to clear any outstanding fees and to submit a written application to UNSURYA:

1. The registration and testing process proceeds in multiple phases. Nevertheless, it is advisable for interested students to apply at their earliest convenience due to the potential for reduced fees for early registration.
2. UNSURYA offers several options for prospective students to undergo during the admission selection process - these include selection without a written test, selection with a written test and selection with an interview process.
3. Prospective students must satisfy personal criteria, pay the registration fee, and successfully navigate the selection process to secure admission at a private university.
4. It is essential to submit all administrative registration documents as this is an essential requirement for enrolment.
5. Administrative files will be used to verify the identity of applicants. The registration process is entirely digital, so prospective students must ensure that all documents meet the necessary requirements and are clearly legible.
6. In order to simplify and harmonise the registration process for prospective students at each stage, private universities can use digital platforms.

Meanwhile, the challenges faced by UNSURYA in getting students are as follows:

1. As the only university in Jakarta specialising in aviation science, the name UNSURYA may not be familiar to many potential students, which poses a challenge in terms of student
2. recruitment. In addition to UNSURYA, there are other universities with similar aviation programmes. These universities compete for prospective students. This competition can complicate efforts to attract and retain students.
3. Funding, a challenge for private universities such as UNSURYA, can limit investment in innovative infrastructure and programmes.
4. Thereby, the university's ability to obtain financing for research and development might be hindered.
5. Although UNSURYA possesses several facilities to support academic and extracurricular activities, including classrooms, laboratories, and sports fields, there might be a necessity for further improvement and extension of these facilities to meet the rising number of students.

### **Promotion Strategy**

To create a successful promotional plan for Air Marshal Suryadarma University (UNSURYA), one must comprehend the strengths and distinguishing characteristics of the institution. UNSURYA is the only university in Jakarta that focuses on aeronautical sciences. These methods include obtaining accreditation and recognition, providing bursaries and financial assistance, engaging with social media, attending educational fairs, forging partnerships with local enterprises and organizations, and offering specialized programmes. Air Marshal Suryadarma University (UNSURYA) can implement diverse tactics to attract potential students. A fitness programme is also

available. Here are some strategies that can help promote UNSURYA to prospective students:

1. **Achieve Accreditation and Best Campus Ranking**  
UNSURYA aims to obtain accreditation and recognition as one of the top universities in Indonesia, aligning with institutional visibility and increased student enrolment.
2. **To accommodate students**  
With financial difficulties, UNSURYA provides numerous college scholarships. This initiative could enhance student diversity and garner applicants from varying backgrounds by implementing the following strategies:
3. **Be Active on Social Media**  
UNSURYA can be active on social media platforms to reach a wider audience and interact with prospective students. Firstly, UNSURYA ought to engage actively in social media to extend its outreach to prospective students. Secondly, it can disseminate information on the University's curriculum, amenities, and events while handling inquiries from prospective students.
4. **Create an Informative University Campus Website**  
UNSURYA has the capability to design an informative and captivating website for displaying its academic programs, facilities, and achievements. The website can also showcase testimonials from current students and alumni, along with comprehensive information about the admission process.
5. **Participating in educational exhibitions could also be considered.**  
UNSURYA could consider participating in educational exhibitions to broaden its reach and attract potential students. This provides an opportunity for universities to showcase their programmes and facilities, as well as provide information about the admissions process.
6. **Additionally, forming partnerships with local businesses and organisations can be an effective way to increase visibility and engagement.**  
UNSURYA has the potential to broaden its reach and attract a larger student body by forming strategic alliances with businesses and community groups. One potential collaboration could take the form of a university and airline partnership that would provide students with internship and job opportunities.
7. **Customised training programmes could also be offered to interested parties.**  
UNSURYA could provide specialized training programmes in aircraft maintenance and air traffic control, to attract students who are interested in these areas.
8. **Additionally, it could offer scholarships and financial support to students who may not be able to manage the university fees. This could significantly increase the diversity of the student body and attract a more varied range of backgrounds.**

### **Promotional Campaign Example**

Universities have a number of strategies for attracting potential applicants, including participation in education fairs, offering financial aid and scholarships, establishing a robust online presence, partnering with local businesses and organisations, and offering tailored training programmes. It is advisable to limit subjective assessments

unless clearly identified as such. The text should be clear, concise, and essential, using simple sentences and avoiding convoluted language. Technical abbreviations must be explicative when first used, and the logical structure of the article should maintain causal connections between statements. Stick to common academic sections with precise, factual, and unambiguous titles. The text should use neutral, clear, and non-figurative language, including passive voice and impersonal constructions, preferring hedging to unequivocal statements. Adhere to a consistent style guide and citation, marking quotations and avoiding fillers.

Here are some successful promotional campaigns used by other universities:

1. **Participation in Educational Fairs:** Universities frequently take part in educational fairs to broaden their reach and draw potential students. For example, the Marshal Suryadarma Dirgantara University (UNSURYA) can have an exhibition of its programmes and facilities and information about the enrolment process.
2. **Provide Scholarships and Financial Assistance:** To facilitate enrolment for students who may face financial barriers to paying tuition fees, many universities offer scholarships and financial assistance. This approach can foster greater diversity of students from various cultural and socioeconomic backgrounds.
3. **Universities can also develop a strong digital presence by launching websites and social media accounts to market their programmes to prospective students.** University websites and social media profiles can showcase details of a university's distinctive qualities and merits, as well as testimonials from present learners and alumni.
4. **In addition, the formation of alliances with local businesses and and organizations can enhance a university's prominence and appeal to prospective students.** For instance, UNSURYA could establish partnerships with aviation companies with the aim of providing their students with job opportunities and internships.
5. **In addition, universities have the opportunity to offer specialised training programmes in areas of high demand.** For example, UNSURYA may provide courses in aircraft maintenance and air traffic control to attract students who are interested in these areas.

### Partnership and Collaboration

Partnerships and collaborations are crucial to the advancement of universities. Establishing strategic and sustainable working relationships can enhance the reputation, capacity, and quality of education provided (Irawan, H. (2017)). The subsequent discussion emphasizes the significance of partnerships and collaborations in advancing Air Marshal Suryadarma University (UNSURYA):

1. **Improving Education Quality:** Partnerships and collaborations with companies and industries can enhance the education quality at UNSURYA through the incorporation of best industry practices. As a result, students can acquire skills and knowledge relevant to the demands of the labour market.
2. **Boost Employment Prospects:** Partnerships and collaborations with companies and industries can enhance employment prospects for UNSURYA graduates. This is due to the availability of work and internship opportunities for UNSURYA students.

3. Partnerships and collaborations with companies and industries can enhance employment prospects for UNSURYA graduates. Moreover, such partnerships can also facilitate research and development for UNSURYA, thus making them more competitive in their field. This is because businesses and industries can offer resources and assistance for research and development conducted by UNSURYA.
4. Additionally, collaborations with other universities can enable UNSURYA to expand its access to resources like libraries, laboratories, and other facilities, ultimately resulting in an enhancement of
5. both the quality of education and research. Improving reputation: Collaborating with prominent companies and industries can enhance UNSURYA's reputation. This is because such collaborations can earn UNSURYA recognition and support from renowned companies and industries.

Steps to Increase Visibility and Attract More Students through Strategic Partnership. Air Marshal Suryadarma University (UNSURYA) can improve its visibility and attract more students by forming strategic partnerships with local businesses or organizations. Here are some ways in which UNSURYA can establish partnerships to achieve these goals:

1. Partnerships with aviation companies: UNSURYA could establish collaborations with aviation companies to offer employment and internship prospects for its students. Such collaborations could augment job prospects for UNSURYA graduates while also introducing students to industry best practices, thereby enhancing the quality of education.
2. Collaborations with other universities: UNSURYA could establish collaborations with other universities to improve access to resources such as libraries, laboratories, and other facilities, which will result in the enhancement of the quality of education and research.
3. In addition, partnering with government organizations can further strengthen the institution's resources. UNSURYA could establish partnerships with government bodies such as the Department for Education, Culture, Research and Technology to endorse the implementation of the Government-established Independent Campus Learning (MBKM) program. Kampus Merdeka (2023). This collaboration would enhance the quality of education offered by UNSURYA and strengthen its ability to attract prospective students.
4. Additionally, forming ties with non-governmental organisations could prove beneficial. UNSURYA could establish collaborations with non-governmental organisations, including foundations or NGOs, to assist with social or environmental initiatives. This may enhance UNSURYA's standing and encourage enrolment from students keen on these causes.
5. Additionally, UNSURYA could collaborate with its alumni to broaden its promotional reach and boost brand presence. Alumni can assist UNSURYA in promoting the campus and study programmes available to potential students. It is crucial to maintain objectivity and avoid bias in presentations, adhering to a coherent and concise presentation structure. Utilising clear and impersonal diction and phrasing is also essential, as is a balanced and grammatically correct



tone. Adherence to conventional formatting and citation guidelines is crucial. Technical terminologies must be explained upon first usage.

### **Challenges in Promoting University**

UNSURYA may encounter various obstacles in promoting its brand, including low public awareness, competition from other universities, inadequate government support, insufficient facilities and infrastructure, and a shortage of qualified teaching staff. However, these obstacles can be overcome by implementing more dynamic and effective marketing strategies, forging partnerships with local institutions, and improving training and development programmes for educators. In developing itself, UNSURYA may encounter a number of challenges, including a lack of public awareness about its presence. In developing itself, UNSURYA may encounter a number of challenges, including a lack of public awareness about its presence. In developing itself, UNSURYA may encounter a number of challenges, including a lack of public awareness about its presence. UNSURYA may struggle to increase public knowledge regarding its focus on aerospace science. This obstacle can be overcome through more proactive and efficient promotions utilizing social media, advertising, and other promotional campaigns.

UNSURYA will also have to deal with competition from other universities in the field. UNSURYA may face competition from other universities offering similar programmes. To overcome this, UNSURYA could highlight its uniqueness and distinctiveness in the aerospace field and offer high quality programmes that are relevant and tailored to industry needs.

A lack of government support may also be a challenge for UNSURYA in obtaining funding and educational programmes. To address this issue, partnerships with local companies or organizations can provide valuable support and resources.

Insufficient facilities and infrastructure pose challenges for UNSURYA in supporting academic and research activities.

Similarly, a shortage of qualified teaching staff requires collaboration with other institutions or organizations to attract and retain talented educators. UNSURYA could encounter difficulties in recruiting proficient and experienced teaching staff in the domain of aerospace. This can be overcome by establishing partnerships with local companies or organisations to obtain support and resources, and to enhance training and development programmes for teaching staff. Ciptadi, R. & Harjanto, B. (2018).

### **Solutions in Promoting University** (Aulia, D. R., 2019).

To address the challenges of promoting itself, UNSURYA can pursue various solutions, including boosting promotion through social media, collaborating more with companies and the industry, working more closely with other universities, engaging more with government organizations, improving facilities and infrastructure, and raising quality. The following are several solutions that Marshal Suryadarma Dirgantara University (UNSURYA) can take to overcome challenges in promoting itself:

1. Increase promotion via social media. To enhance its outreach, UNSURYA can strengthen its online presence by promoting itself through social media. The

university should focus on generating appealing and pertinent content to entice potential students.

2. To widen its reach further, UNSURYA can consider paid advertising on various social media platforms. In addition, UNSURYA can encourage collaboration with industry and companies to offer more job and internship opportunities to its students. This initiative has the potential to enhance the employability of UNSURYA graduates and uplift the standard of education by exposing students to industry best practices.
3. Increased collaboration with other universities can provide UNSURYA with access to valuable resources, including libraries, laboratories and facilities. This has the potential to enhance the quality of both education and research at UNSURYA.
4. To enhance its educational quality and attract more students, UNSURYA could build stronger relationships with government agencies, including the Ministry of Education, Culture, Research and Technology, to support the government's Independent Campus Learning (MBKM) programme.
5. Enhancing Facilities and Infrastructure: UNSURYA has the opportunity to bolster facilities and infrastructure that cater to academic and research pursuits. This endeavour can significantly enhance educational quality and bolster enrolment figures.
6. Improving the Quality of Teaching Staff: UNSURYA could enhance the quality of their teaching staff through improved training and development programmes. This would enable them to attract qualified and experienced teaching staff in the aerospace industry.

## CONCLUSION

Promotion of Marshal Suryadarma Dirgantara University (UNSURYA) and strategies to attract more students. UNSURYA faces challenges in promoting itself, including low public awareness, competition with other universities, insufficient government support, inadequate facilities and infrastructure, and a shortage of qualified teaching staff. However, these challenges can be conquered by implementing more vigorous and successful promotional activities, forming alliances with nearby companies or organizations, and enhancing training and developmental initiatives for educational personnel.

These solutions include enhancing the quality of education, offering scholarships, improving facilities and infrastructure, providing industry-relevant study programmes, boosting promotional activities and increasing collaboration with companies and industries. UNSURYA could implement various solutions to increase its visibility and attract more students to its aerospace science programs. By taking these actions, UNSURYA would strengthen its position as a leading university in the field.

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