Marketing Strategy of the Master of Elements Management Program on the level of student interest

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Abstract; Marketing is a necessity for institutions, given the development of the market and fierce competition. Marketing strategy is the spearhead of a company or institution that aims to make plans that have been made can be carried out and can be achieved in accordance with predetermined objectives. In a competitive and ever-evolving educational environment, Suryadarma University (UNSURYA) faces the challenge of attracting new students to the Master of Management program. This study aims to analyze and describe the strategies applied by UNSURYA in attracting prospective students, and analysis of University marketing materials, as well as testing the effect of marketing mix models on the selection of private universities in Jakarta which has a lot of college rivals. Researchers are interested in researching in depth the digital marketing communications carried out by UNSURYA to find new students. The Model in this study is based on the marketing mix consisting of marketing stimuli, namely products, prices, promotion of places, people, physical evidence and processes. As the development of the era resulted in increasingly fierce business competition, including in the world of Education. The results showed that the marketing strategy is applied UNSURYA marketing mix (marketing mix) and has conducted marketing activities in the field of advertising (advertising), individual sales (personal selling), public relations. The impact of marketing carried out by UNSURYA can be seen from the increase/decrease in the number of new students in 2022/2023.

Keywords: Strategy, Marketing, Promotion and specialization of new students

INTRODUCTION

Currently, the number of universities is increasing, both public and private universities, especially private universities that have just been established in cities and even to the city district level. Increased demand for labor with post-graduate education, especially graduates of S2. This transformation not only reflects a shift in the skills needs of the industry, but also underlines changes in the dynamics of

education and employment. This interest is due to the fact that in recent years the S2 Master of Management program at Suryadarma University (UNSURYA) has experienced an interesting dynamic, especially in relation to the number of students enrolled. Starting from its peak in 2019, where the program managed to attract more than 80 students, but there has been a significant decrease in the number of students in the following years. In 2020, there was a decrease of around 10%, reducing the number of students to around 60 and in 2021, a more dramatic turning point with a decrease of up to 20% and showing an enrollment rate of only around 50 students. This trend continued in 2022 and 2023 where the program only managed to attract around 40 and 35 students respectively. This decline can be attributed to a variety of factors including increased competition from similar programs at other universities, changes in the needs and preferences of prospective students as well as the possible impact of curriculum changes on university academic policy.

UNSURYA established since 1988 under the name of the Institute of Aerospace Technology Suryadarma then in 1989 changed to the College of Aerospace Technology Suryadarma, along with the development of the campus then in 1999 changed to the University of Suryadarma. In 2016, the addition of the words "aerospace" and "Marshal so that it becomes the Aerospace University of Marshal Suryadarma, UNSURYA is one of the private universities that is the choice of prospective students, to continue to higher education. Currently, UNSURYA has 4 (four) faculties, 11 study programs with 2 s-2 study programs, 7 s-1 study programs and 2 D-3 study programs and 2 special trainings. In the last decade Suryadarma University (UNSURYA) has experienced a significant increase in the number of students, if in 2019 this university had about 1,200 students, this number increased to about 2,500 students in 2022. This increase is not only in the number of students but also in the diversity of specialization. But in recent years, there has been a significant decrease in the number of students enrolled in Master's programs in management, this can lead to various negative consequences for the program and the educational institutions that conduct it. Therefore, marketing related to the Master of Management Program is needed to promote and manage elements to keep progressing and developing.

The general purpose of this study is to determine the marketing strategy of the master of elements Management Program for the level of student specialization in 2023. Higher education is a center for scientific development, research centers and community service in accordance with the goals to be achieved by UNSURYA, namely realizing the governance and governance of universities that are accountable, appropriate, efficient, upto-date, and integrated so that they can compete at the national and international levels. Conditions like this give rise to competition or competition. In connection with this, especially private universities must carry out marketing activities using vigorous strategies. Marketing strategies should consider consumer buying behavior, Market Segmentation, and marketing strategies, because not the entire market can be entered. The step that can be taken is to choose a suitable market strategy, right on target, and need to consider aspects of price, product and promotion.

In this era of digitization, hybrid teaching methods can be used to make it easier for students to attend lectures remotely without disrupting time and blocking steps to gain knowledge, with modern communication media that can be used well. Ways and opportunities to acquire knowledge are increasingly wide open. Education service providers have an obligation to create quality human beings through an effective and efficient educational process, because education

has a very important role in producing reliable and qualified human resources, in order to be able to compete for quality and successful education in the future. Thus, higher education as an educational institution that carries out tasks that are not light, a good managerial system is needed in all aspects that exist in it. It is intended that educational institutions are able to become one form of service that really has a form of circular process in this era of globalization.

According to (Ramayanti, 2023) the rapid development in the field of technology, big data, and intelligence has created a need for more specialist and advanced skills. Industries such as biotechnology, engineering, and data analytics now require deeper expertise, which can often only be acquired through S2 or higher education. S2 graduates are often considered to have more mature analytical abilities, a deeper theoretical understanding, and more advanced research skills that are much needed in jobs that require a high level of critical thinking. In the last decade, the world of Education has undergone a tremendous transformation. Technological innovations, new teaching methodologies, and a deeper understanding of how the human brain works have led us into a new era in education. One of the most important innovations in modern education is the competency-based approach (Syaadah et al., 2023). An excellent education not only teaches facts or formulas, but also builds holistic skills, character, and understanding. By adopting these innovations, the world of education prepares students not only for exams, but also for life. This educational transformation is the key to developing future generations who are intelligent, resilient and well adapted to face changing challenges (Sholihah & Maulida, 2020).

BACKGROUND

Marketing communication is a marketing activity that disseminates information, influences or persuades and reminds the target audience of its products to be willing to accept, buy and be loyal to the products offered. For the success of marketing communication, communication is needed that is planned, integrated and applied in various forms of marketing communication to provide maximum understanding and impact through the consistency of communication messages to consumers, customers or other parties relevant to the goods or services being communicated. This is known as integrated marketing communication (IMC). Within the IMC are known several communication marketing strategies. First, Direct Marketing: an effort to communicate directly with customers both front-end (customer service) and back-end (trying to meet customer expectations). Second, sales promotion: provide offers that attract customers ' buying interests. Third, Public Relations: maintain the company's reputation by distributing positive messages. Fourth, Personal Selling: the company's efforts to provide explanations with a more personal approach. Fifth, Advertising: promotion of goods or services that are paid for with the aim of influencing customer interest. Sixth, Word of Mouth Marketing : interpersonal communication carried out by parties outside the company to influence buying interest in products or services. Seventh, Events and Experience: online or offline activities carried out to engage customers and respond quickly to feedback or criticism from customers.

Digital marketing or Digital marketing has become a field of marketing that is on the rise. In addition to being more efficient, digital marketing strategies also offer the convenience of reaching a wider market share to promote products or

services. Promotion through the internet (digital marketing) is no longer a strange thing in the digital era as it is today. Especially now that almost everyone has social media. Not only aims to reach a wider potential market, digital marketing is also considered to be able to increase product awareness. Basically, a digital marketing strategy is a product marketing activity in the form of goods or services using digital-based media or technology. As mentioned earlier, the use of digital media is expected to reach a wider target market. In terms of content, digital marketing is not much different from conventional marketing. The difference is, there is an opportunity to interact directly with potential customers when we market products via the internet. So in addition to increasing sales figures, the product and its advantages can be better known.

Based on Marketing Media, digital marketing is divided into 5, namely the Website has an official website as it has become an obligation for business owners who decide to operate online. In addition to being an office or digital store, the website also has another function that is no less important, namely as a promotional Medium. Not only cheaper, promotion through the website will also make customers more familiar with the products sold. Pay Per Click one type of digital marketing is also utilizing websites for promotional media. The difference is that the promotion is carried out on other websites with a large number of visitors and is popular. The form of advertising for this type of promotion is usually a banner that when clicked, visitors will be directed to the official website or marketplace where the product is sold. This is why the strategy is called pay Per pick (PPC). The ad owner will pay the cost of promotion according to the number of clicks made by visitors. This type of advertising can also be used as an indicator of whether the content we create is effective enough so that visitors are interested in clicking. Search Engine Marketing (SEM) is almost similar to search engine optimization (SEO) strategy, search engine marketing or SEM utilizes search engines to focus on advertising directly on search engines. To be able to create this kind of digital advertising, we need a product like Googles Ads. Like PPC, promotional content for SEM should already be made as attractive as possible. Because if not, the costs incurred will certainly be in vain. Social Media Marketing (SMM) if SEM utilizes search engines, SMM utilizes social media. Facebook Instagram Ads for this kind of advertising, requires tools such as Facebook or Instagram Ads. Compared to SEM, the opportunity for products to be known is greater because today almost everyone has social media. This promotional Email Marketing is in the form of a message in the form of images or writing and is sent to all customers who have subscribed to the newsletter on the website or platform owned by other business owners. Unlike other types of promotions, not everyone can see the ads we share. This strategy is usually done to trigger repurchases and increase consumer loyalty.

The level of competition in the world of Education requires every marketer to be able to carry out effective and efficient marketing strategies. These marketing activities require a fundamental marketing concept in accordance with marketing interests and customer needs and desires. In this case, the marketing strategy of Educational Services has entered the age of globalization, an age where the competitive climate has entered in all lines of life. The competition also applies in the world of education although educational institutions do not include profit institutions, but the management can not be done traditionally but requires special capabilities so that the output of Education has a high competitiveness to be able to compete at the global level. Currently the paradigm in looking at education began to shift, initially education was seen and studied as a social

aspect, now people see education as a coporate. Education is believed to be a tool to improve the standard of human life. Through education, humans become intelligent, have the ability or skill, a good attitude to life, so they can get along well in society.

Education is an investment that provides social and personal benefits that make the nation dignified and individuals become human beings who have degrees. The institution in question is a college. In order to maintain its existence, universities are required to be able to market properly and on target, because if it is not promoted to the maximum, it will have an impact on the lack of interest in new student candidates. Marketing becomes something that absolutely must be implemented by universities, in addition to being intended to introduce marketing in educational institutions serves to form a good image of the institution and attract a number of prospective new students. Therefore, UNSURYA must strive to be able to produce quality products, satisfactory services, and supported by maximum promotion so that the expected results will be achieved. Marketing is a social and managerial process by which individuals and groups obtain common needs and desires by creating, offering and exchanging something of value for one another. There is a key component that can be used as analytical material to understand the concept of educational marketing, namely the concept of the market. The market is a place to transact various commodities produced by producers with what is needed, desired and expected by consumers. Marketing is a transactional process to increase the expectations, desires and needs of potential customers so that potential customers become stimulated to have the product offered by issuing an agreed reward.

RESEARCH METHODS

This research includes qualitative research using case study method. This method aims to describe or provide a deep and comprehensive picture of the results of research on a situation. Based on the results of the study, there are several factors that underlie prospective students to make a decision on the selection of private universities (PTS), including: promotion, location, lecturer, program or lecture method, cost. In today's global era, organizations face not only the question of what they can do for customers, but what customers can tell the organization.

In UNSURYA, the study Program carries out monitoring and evaluation of the curriculum based on Kepmen number : 045/2002, Article 6 paragraph 2, concerning the core curriculum and the Rector's Decree No. 01 of 2011. The implementation of monitoring and evaluation of curriculum development involves lecturers, students, alumni, users, quality assurance units and expert staff of the Rector for curriculum. The monitoring and evaluation system, as well as the track record of academic performance and lecturers and educational personnel were surveyed by the Academic Administration Bureau. The learning system implemented in UNSURYA is very modern by following the era of digitization as it is today, making it easier for students to find information from various media access and applications that have been provided. UNSURYA has adapted quickly so that lectures can still be implemented optimally by utilizing e-learning platforms that have been developed by universities, google classroom, video conference, telephone or live chat, zoom, googlemeet, and whatsapp groups. This shows the form of integration that we have as adaptive to civilization.

Campus accreditation is also an option because UNSURYA already has B accreditation status.

Data Collection Methods

Data collection techniques used by researchers to collect research data from data sources or case studies (subjects and research samples). This study establishes the focus of research based on the above objectives, so that this study has clear boundaries and is supported by relevant data. Data that has been collected, analyzed in a descriptive qualitative analysis that provides an overview of the data obtained and connect with each other to get a conclusion, namely pross arrange the data in order to be interpreted. Here are the data on the number of students in the master of management program from 20192023 :

Table 1

No	Year	Total
1	2019	80 Student
2	2020	60 Student
3	2021	50 Student
4	2022	40 Student
5	2023	35 Student

(Source: Official Website of Magister Management and info PMB https://s2.unsurya.ac.id/)

Research objectives and benefits

1. Research Objectives

Based on the formulation of the above problem, the objectives of this study are as follows :

a. To understand and understand the learning strategies of educational services in attracting new students in their fields.
b. To understand and understand the implementation of learning strategies for education services in Indonesia in attracting new students.
c. To understand the supporting and supporting factors in the process of implementing educational service learning strategies in attracting new students.
d. To determine the extent of errors committed by the element
e. To understand and serve as an example of the concept of educational strategies for other universities

2. Research Benefits

a. Theoretically :

1) help develop science (knowledge) in school promotion activities on teachers and principals so as to increase the number of students in it
2) add insight into the results of research as a consideration and development of research on

b. Practically :

1. for the university, as an evaluation of the promotion strategy of prospective students for its development.

2. for readers, it is expected to be the basis for better understanding the importance of university learning strategies

Education Services Marketing Strategy

1. Strategy Introduction

Many expert opinions explain the implementation of strategy, the following will be explained about the application of Ilham Prisgunanto who explained that strategy is planning based on mature operational tactics carried out by the company in achieving goals. By Ahmad S. Adnanputra, that the meaning of strategy is an integrated part of a plan/ planning (planning), which ultimately planning is a basic function of the management process. From the above strategy research explains that there are several important functions of management, namely a plan/ planning that is used as the initial stage in carrying out activities in an institution/ organization that moves to achieve the goals set. Developing an understanding of strategy, Rosady determined that the strategy is a planning (planning) and management (management) to achieve certain goals in the practice of its operations. From some of the expert opinions above, it can be concluded that the definition of strategy is basically planning that is done and used to be able to carry out management activities in an institution or organization.

2. Function and purpose of Educational Learning

Buchari alma explained that the function of marketing in the world of education is to build a good image of the institution, in order to attract potential customers of educational services. From the research it is said that the research can function in shaping the image of the University, the image of the university can be used to find out the prospective students and to find out the prospective students and to increase the competitive advantage of the University. In addition, learning serves to improve students ' understanding of a clear activity and learning can be done in learning. Then just like Charles's marketing, the marketing function should be given a more important place in the concept of marketing management, since consumers can only be satisfied with the performance of activities that provide them with a favorable combination of products, services and prices.

The marketing function given to customers is the most important thing in the concept of marketing management, because customers can only feel satisfaction from the performance of manufacturers in providing products, services and prices. It can be concluded that the function of marketing education services is to determine the strategy that must be done in marketing the quality of university education services in accordance with the Times and needs in order to improve the existence of the University in order to attract and maintain customer loyalty education services. The opinion of Kotler and Fox in the book written by David Wijaya defines the main purpose of marketing education services is to :

a. Fulfilling the school's mission with great success;
b. Improve customer satisfaction of education services;
c. Increase interest in educational resources;
d. Improve efficiency in educational services marketing activities

RESULTS

The results showed that UNSURYA implemented a multifaceted strategy that includes the development of a diversified curriculum and relevant to industry trends, close cooperation with industry and companies to provide practical experience, as well as the use of technology in the learning process. Marketing activities at UNSURYA in the process of admission of new students are carried out by digitization and online methods, then related to the sales promotion strategy, the marketing division tries to communicate the best offer to enter UNSURYA because there is a base money discount, and tuition payments can be made gradually. This sales promotion strategy is also indicated to be one of the factors that can build bonds with prospective new students who are targeted by UNSURYA. The access promotion that can be reached through :

https://pmb.unsurya.ac.id/biaya-pendidikan/manajemen-s-2/,
https://www.instagram.com/p/CQAndjSgdup/,
https://www.facebook.com/100062706832175/videos/-daftar-kuliah-s2-magister-manajemen-unsurya-dirumahaja-pendaftaran-semester-gan/612015253559897/.

Research results in attracting new students

Table 2 results of the survey of interest to prospective new students

survey results					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	50	100.0	100.0	100.0

(Source Data processing: Spss)

From the table above it can be concluded that the results of the survey are low with questions about career, cost, facilities, and alumni with categories

Low   : 0-50. 9
Medium : 51-80. 9
Height : 81-100
Based on the results of research, it is recommended that UNSURYA in attracting new prospective students of Master of management program to :

1. Improve academic quality and update curriculum regularly
2. Build strong networks with industry to enhance career opportunities for graduates.
3. Provide clear information about the cost of education and scholarships available
4. Invest in campus facilities to support the learning process
5. Utilize strategic locations to attract students
6. Using alumni testimonials effectively in marketing strategies

Marketing strategy of the Master of Management Program in an effort to increase the interest of new students in UNSURYA, based on the identification of driving factors and inhibiting factors in the development of strategies in an effort to

increase student interest in UNSURYA, here are some factors that decrease student interest :

1. High cost of education: the cost of higher education in the M program.M can be an obstacle for prospective students, especially if they face heavy financial burdens.
2. Changing market needs: the needs of the job market may have changed, and there may be discrepancies between the curriculum of the M.M program and current industry needs.
3. Competition with Online programs: online programs in management are also growing in popularity. This is a threat to the M.M program traditionally held.

Marketing strategy in increasing the interest of new students, before developing a marketing strategy in increasing the interest of new students we must first know in the Swot analysis, namely :

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is an effective tool for formulating marketing strategies, especially in increasing the interest of new students. Here is an example of a SWOT analysis that can be applied in this context: Strengths

- Reputation and credibility of the institution: a university with a good reputation will more easily attract prospective students.
- Facilities and resources: modern and well-equipped facilities (e.g., laboratories, library, fast internet connection) attract the attention of prospective students.
- Quality academic programs: availability of various study programs that are of high quality and relevant to the needs of the job market.
- Alumni support: a strong and successful alumni network in their industry.

Weaknesses (Weaknesses)

- High cost of Education: this can be a barrier for prospective students.
- Lack of Social Media Engagement: less effective in utilizing social media for promotion and interaction with prospective students.
- Geographical limitations: the location of the campus is less strategic or difficult to access. Opportunities

- Collaboration with industry: establish cooperation with various industries for internship programs or research cooperation.
- Scholarship offers: attract prospective students by offering scholarships or other funding schemes.
- Online Program development: develop distance education courses or programs to reach prospective students from different regions. Threats

- Competition with other institutions: competition to attract prospective students mainly from reputable universities or with lower education costs.
- Changes in education policies: changing government policies can affect new admissions.
- Changing educational trends: trends such as preference towards online education or short courses.

According to (Nasution & Rapono, 2018) lack of interest : the decrease in the number of applicants could be caused by the reduced interest of prospective students in the M.M program this could be due to factors such as competition from other post-graduate programs at some other campus or economic uncertainty. By identifying the problem of decreasing the number of students in

the Master of Management Program and taking steps to overcome the problem, it is necessary to develop a strategy to strengthen the driving force or weaken the inhibiting force.

Understanding the interest of new learners according to Slameto in the book Syaiful Bahri Djamarah, interest is a sense of preference and a sense of attachment to a thing or activity, without anyone telling". In simple terms, "interest" means a high inclination and excitement or a great desire for something. Meanwhile, according to Djali, interest is a combination of desire and willingness that can develop if there is motivation. Learners are individuals who are growing and developing both physically, psychologically, socially, and religiously in navigating life in this world and in the hereafter. Participants students or learners under the general provisions on the National Education System is a member of society who seek to develop their potential through the learning process available on the path, level, and type of Education. From the various terms above it can be concluded that the interest of new students is an interest of students/ parents to an educational institution without any compulsion to develop the potential that exists in him in accordance with the stage of development.

Factors that affect interest quite a lot of factors that can affect the emergence of interest in something where broadly speaking can be grouped into two, namely sourced from within the individual concerned (eg weight, age, gender, experience, feelings of ability, personality) and those from outside include the family environment, school environment and community environment. According to " Crow and Crow" there are three factors that cause interest:

a. Encouragement from within the individual, such as the urge to know or curiosity will arouse interest in reading, learning, studying and others.
b. Social motives, can be factors that arouse interest in carrying out a certain activity. For example, the interest to study or study science arises because they want to get an award from the community, because usually those who have quite extensive knowledge (clever people) get a high and respected position in society.
c. Emotional factors, interest has a close relationship with emotions.

CONCLUSION

Based on the results of data analysis and discussion, it can be concluded that the marketing strategy of the master of Management Program at UNSURYA in terms of attracting new students highlights several important aspects including :

- The development of a diversified curriculum that is relevant to the needs of modern industry plays a vital role in attracting prospective students.
- Close cooperation with industry that provides practical and real-world learning opportunities, increasing the attractiveness of the program.
- The application of advanced technologies in education, such as online learning and digital resources, helps meet the needs of today's students who seek flexibility and innovation in learning.

The impact of marketing carried out by UNSURYA can be seen from the decrease/increase in the number of new students in the 2022/2023 academic year. Maximum marketing will have an impact on increasing the number of new students in UNSURYA, and vice versa if the marketing is done less than the maximum will have an impact on decreasing the number of new students. The

impact of competitive strategies, marketing strategies, human resources qualifications, or shifting aspirations of prospective students towards the gap between the number of applicants or prospective applicants with the expected number can be assisted by all lecturers and active students of UNSURYA to contribute their ideas and suggestions to the promotion team in order to improve online marketing strategies and promote UNSURYA on various social media platforms using content created by the online promotion team.

To conclude the strategies that can be applied by the master of Management Program at UNSURYA in attracting new students, the main consideration should be given to several key aspects :

1. Attractive Program offerings: provides a program of study that is not only academic but also practical, with a curriculum that is always updated in accordance with the latest developments in the world of management and business.
2. Quality of teaching and academic staff: having competent and experienced lecturers and teachers in relevant industries, who can provide theoretical practical insights to students.
3. Cooperation with industry and Alumni networks : build strong relationships with related industries and alumni networks for internships, research projects, and employment opportunities for its graduates.
4. Learning facilities and resources : provide learning facilities and resources such as libraries, laboratories, and information technology that support the teaching and learning process.
5. Marketing and promotion: conduct effective promotions through various channels, including social media, seminars, and workshops, as well as educational exhibitions to reach prospective students.
6. Scholarship and financial aid programs: offers a variety of scholarship and financial aid schemes to attract outstanding students who may be hindered by cost constraints.
7. Academic reputation and accreditation : ensuring the program has a good reputation and appropriate accreditation, which is an important factor for many prospective students.
8. Feedback and evaluation from students : actively listen and respond to feedback from students for continuous improvement.

UNSURYA has a " strategy in marketing : first, to determine the target market is to understand every development of the environment and conditions of community needs". " Second, in the midst of increasingly fierce competition", "UNSURYA conducted a competitive market positioning strategy by identifying several schools "competition and" run services "education" with emphasis on planting and introduction of religious education. Third, in the marketing mix strategy, the cost price " offered by UNSURYA has been adjusted to the facilities and educational services that will be received by students during college.

The quality of human resources in UNSURYA that will provide the service process is well qualified and" professional, "and is supported by the strategic location and adequate physical evidence of the University. UNSURYA has conducted quite optimal promotional activities through advertising activities using: brochures, banners", banners, "websites and social media facebook and whatsapp". "Personal sales are carried out by improving the quality of human resources and inter-personal sales through direct communication coming to the institution or contacting the institution, as well as word of mouth, the school also

always opens up open reality during operational hours, and is active in various public relations activities in order to increase" interest of new students.

Based on the findings and conclusions related to the marketing strategy of educational services that have been carried out by " UNSURYA in increasing the interest of new students. As for some suggestions from this researcher, the school should have human resources that specifically control the marketing and public relations activities of the university to manage issues related to" student/community interests, in order to run a more optimal marketing strategy so that it can operate any promotional media used to keep active and continue to update information about campus activities, as well as other purposes so that creativity and innovation marketing themes can develop well".

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