

Integrated Marketing Communications Strategy of Binatama Health Vocational School in Increasing the Number of New Student Admission

Arum Faryekti Nurmaira^{1*}, Muhammad Najih Farihanto²

^{1,2} Communication Sciences, Ahmad Dahlan University, Yogyakarta, 55191, Indonesia

*Corresponding author's email: arum2000030083@webmail.uad.ac.id

ABSTRACT

Keywords

Marketing Communications
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This research uses a qualitative descriptive research method which is used to check the data regarding its validity through the results of interviews with two sources to double check the validity of the data obtained through observation, interviews and documentation. The aim of this research is to develop a marketing communications strategy for Binatama Health Vocational School in increasing the number of new student admissions. The marketing research results used are in the form of advertisements using social media such as Instagram, WhatsApp, Websites, YouTube and TikTok. Apart from that, socialization is also carried out between schools by distributing brochures or introducing and selling products. Advertising promotions are also carried out through television or newspapers.

1. Introduction

The development of private schools in Indonesia is very rapid, many schools have emerged offering various advantages. Not only in the religious field but also in the academic field. Yogyakarta has good quality public and private schools. One of them is Binatama Health Vocational School which is in Sinduadi, Kec. Mlati, Kab. Sleman, In Yogyakarta. In carrying out its activities, Binatama Health Vocational School is under the auspices of the Ministry of Education and Culture. The enthusiasm of the community used to send their children to high school level, but now Vocational School has become an important choice, in some cases Vocational Schools are even able to defeat the dominance of prospective students who want to go to high school. In reality, this is due to the need for society to increasingly realize that competent competence and skills are what will be able to compete in the world of work. To overcome this, there needs to be a special effort or a new innovation so that the target number of students at the institution can be achieved through promotional programs. The promotions carried out can be in the form of advertising or going directly into the field.

Promotional activities not only function as a way of communication between companies and consumers, but also as a way to influence and persuade consumers to purchase or use services according to their desires and needs. So it could be said that promotional activities are an important key for schools in influencing the target market and also the opportunity to dominate the market in the face of competition between schools. In marketing communication activities, especially promotions, Binatama Health Vocational School uses promotions in the form of brochures, banners and print media. Apart from that, in order to be known to the wider community, Binatama Health Vocational School carries out activities outside of school or events that are published through social media or the

school website and mass media such as newspapers and magazines. Binatama Health Vocational School has two superior majors, namely Nursing and Pharmacy. Each major has different enthusiasts. Of the two majors, the most superior is the Nursing major. Every year interest increases and even decreases as time goes by.

The promotional program referred to in this case is the Integrated Marketing Communication (IMC) pattern or integrated marketing communication which consists of Advertising, Direct Marketing, Interactive/Internet Marketing, Sales Promotion, Publicity and Public Relations, Personal Selling, Word of Mouth Marketing, Events and Experience.

2. Research Methods

The type of research used in this research is qualitative methods. Data in this method is obtained through observation, interviews and documentation in the field with school teachers and students. Meanwhile, the method chosen in this research is descriptive. The descriptive method is a method that uses studies to determine facts with appropriate interpretation. The location in this research is located on Jl. Jogja Returns Monument No.134, Gemawang, Sinduadi, Kec. Mlati, Sleman Regency, Special Region of Yogyakarta 55284. The data collection technique required is regarding media management from the Binatama Health Vocational School in informing the public.

Researchers use observational data collection methods which are carried out by observing through social media and taking part or involving themselves in the situation or object being studied, interviews by preparing basic notes so as not to deviate from the lines set to serve as a guide in conducting interviews which are then conducted. with related parties such as teachers and school students, documentation is carried out by documenting directly at the research site.

3. Result and Discussion

The data obtained based on the chosen method will become a reference in compiling research results and discussions. Data collection was obtained through an interview method with one of the teachers and students of the Binatama Health Vocational School which was aimed at obtaining in-depth data regarding Integrated Marketing Communication at the Binatama Health Vocational School in increasing the number of new student admissions.

3.1. Presenting the Results

The results of the data obtained by researchers from interviews are that there is a marketing strategy carried out by Binatama Health Vocational School to obtain essence from the surrounding community. The marketing carried out further introduces PPDB and the school's superior programs. Of the many programs that have been implemented, one of them is activities such as Health Ambassador or UKS Ambassador. The UKS ambassador includes promotions in the form of brochures or digital media promotions to provide education to schools such as junior high schools and also about the school itself. The school offers many activities which may be seen on the SMK's own social media. Marketing activities are carried out using the internet or wifi network via cellphones, laptops and computers.

The content presented does not all use the same template. Each organization has a different template, so that the content presented is not monotonous and boring. The content strategy used to attract consumers to register is to follow current trends and process them to make them more interesting. The content used is not only feeds but real videos too. Even though the content presented contains interesting videos, it is still promoted about PPDB and information about schools as well.

Because the branding has been formed, the school creates many activities so that more experience and interest can register. The media used include WhatsApp, Instagram, Website, TikTok, and YouTube. The platforms most frequently used are Instagram and TikTok because more viewers watch on these media. The way to measure the success of marketing can be measured from social media marketing, especially social media, is by looking at the essence that is visible after uploading content. People who view the content can also be seen from what age to what age. Apart from that, the success rate can also be seen from the results of students who have registered, such as direct interviews. The content provided is not only the teacher who creates it but the students are also involved so that more content ideas will be presented.

When marketing, you will definitely experience failure in the form of inadequate communication between members, and the content used is sometimes inadequate. Failure definitely happens every time you do marketing, one of the most frequently experienced failures is during long holidays because no activities are carried out and this results in no material to use as content.

Apart from online advertising promotions, the marketing carried out also includes going into the field such as taking part in events that are related to health, of course. Events held outside the school or visiting schools to promote directly by distributing brochures or practical products. The promotion is carried out in the form of sharing experiences they have encountered while studying at the vocational school and offering products they produce themselves, so that the audience can assess how far the Binatama students' skills are. Apart from conducting outreach between schools, they also carry out outreach to the community to provide comfort to the surrounding community that Binatama Health Vocational School is also sensitive to the surrounding environment, especially in the health sector.

Sometimes when conducting socialization, the working marketing team brings several samples of products made by students to be used as examples of their work which are then covered in newspapers or magazines. Apart from that, there are also several activities that build school branding which can then be covered on television or radio. During the socialization, the marketing team did not forget to present the vocational school profile through a presentation that had been made previously. In carrying out socialization, many participants carried out direct communication such as asking questions with the marketing team.

Apart from marketing communications, sometimes there are students or alumni who recommend the school directly through word of mouth. There were also several teachers who recommended the surrounding environment for schools there. Many students who have registered then invite their friends to register too. Don't forget, the school also offers students who invite their friends to receive prizes in the form of cash.

Apart from looking for new students, the school also collaborates with the Foundation and has a program every month to give alms to orphanages, and participate in several activities from the Foundation itself. Because the school is under the auspices of the Foundation, it does not escape the Foundation's own coverage, of course, which is then uploaded to the Foundation's media.

3.2. Discussion

Of the many marketing strategies carried out, the most effective is using direct strategies. Because it is the most helpful strategy to convince and influence prospective students to enter and register through word of mouth. Because it is the most helpful strategy to convince and influence prospective students to register through relatives, family, friends and alumni. Word of Mouth is assisted by families who spread good information and persuade their families or friends to register at the Binatama Health Vocational School.

Sales Promotion carried out by the marketing team by establishing relationships and offering their products to schools such as junior high schools, Events and Experiences where schools hold and participate in competitions so that the name of the school can indirectly be heard by the public, Public Relations and Publicity where the role of public relations is in establishing relationships with companies and middle school. Then the use of Online and Social Media Marketing which is currently being focused and developed by schools such as Mobile Marketing and Personal Selling.

4. Conclusion

In the promotional marketing mix, there are several strategies which are then applied in marketing communications using word of mouth promotion, traditional marketing and digital marketing. Word of mouth promotion is a marketing communication activity that currently still dominates and is considered the most capable of inviting prospective students to enter and register at Binatama Health Vocational School. Apart from that, Binatama Health Vocational School is currently starting to utilize and focus marketing communication activities using social media. such as Instagram, YouTube and Website. There are several obstacles in carrying out marketing communication activities, such as the cost factor, where advertising content requires quite a lot of money but can have a good impact on

schools through the use of advertising. Then, one of the communications marketing team was still studying while teaching, making it difficult to create content consistently.

Marketing activities are also still going through the ecosystem development stage and schools have not provided legal regulations or approval regarding marketing via social media. Suggestions that can be given to Binatama Health Vocational School are for the school to have a policy or approval rules for carrying out promotional activities to create more organized and consistent strategic activities, suggest forming collaborations with alumni who have become Content Creators or YouTubers to promote the school, making directions weekly social media content on Instagram, creating content that can build audience engagement. Create content about the important values of SMK to avoid the bad stigma of SMK and can change public perception.

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Through this research, the suggestion given regarding the problems at Binatama Health Vocational School is to build wider marketing communications. Researchers hope that this research can be useful to help future researchers who will discuss marketing strategies in marketing communications, of course. Researchers also hope that for further research, they can build a broader marketing communication strategy by taking different points of view regarding marketing strategy, thereby creating a diversity of aspects presented in the research.

6. References

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