

ABSTRAK

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Judul : Komunikasi Pemasaran Penerimaan Peserta Didik
Baru Kampus Bisnis Umar Usman Melalui Media Sosial
Pembimbing : Dr. Fal Harmonis, M.Si
Ringkasan :

Trend berwirausaha di kalangan anak muda semakin populer, di Indonesia setiap tahunnya terdapat 3,5 juta pencari pekerjaan baru, 1,7 juta diantaranya dari sarjana. Namun setiap tahunnya hanya tersedia 2 juta lapangan pekerjaan. Menteri Koperasi dan UKM menginginkan perguruan tinggi menambah kurikulum kewirausahaan terutama di fakultas bisnis dan ekonomi. Jumlah kampus bisnis terus bertambah dan menimbulkan persaingan antar lembaga dalam mendapatkan peserta didik baru. Aktifitas komunikasi pemasaran pun diperlukan dalam menarik perhatian calon peserta didik baru untuk memilih kampus bisnis yang diinginkan. Kampus Bisnis Umar Usman merupakan kampus nonformal setara D1 berbasis pendidikan praktek bisnis. Tujuan dari penelitian ini untuk mengidentifikasi komunikasi pemasaran Kampus Bisnis Umar Usman dalam mendapatkan peserta didik baru melalui media sosial dan faktor pendukung dan penghambat komunikasi pemasaran dalam mendapatkan peserta didik baru melalui media sosial. Teori yang digunakan, komunikasi bisnis, komunikasi pemasaran, bauran pemasaran, bauran komunikasi pemasaran, dan media sosial. Metode yang digunakan dengan deskriptif kualitatif. Penelitian ini diperoleh melalui wawancara dengan subyek penelitian, observasi dan dokumentasi. Wawancara dilakukan di Kampus Bisnis Umar Usman yang berlokasi di Tangerang Selatan. Hasil penelitian, Kampus Bisnis Umar Usman melaksanakan komunikasi pemasaran dengan memfokuskan pada bauran komunikasi pemasaran yang terdiri dari *advertising, sales promotion, event and experiences, public relations, direct marketing, personal selling, interactive marketing, word of mouth marketing*, dan *social media marketing*. Komunikasi pemasaran yang efektif menggunakan *advertising, personal selling* dan *word of mouth marketing*. Faktor pendukung dalam melakukan komunikasi pemasaran komunikasi pemasaran adanya tim yang handal, *follower* instagram dan *database* yang banyak, admin yang handal, tim konten yang kreatif. Sedangkan faktor penghambat yaitu tidak mudahnya dalam mengedukasi masyarakat untuk jadi pengusaha dan mendapatkan ide konten untuk postingan di media sosial. Kesimpulan dan saran, meskipun sudah baik dalam menjalankan komunikasi pemasaran di media sosial, diharapkan dapat juga memaksimalkan di media lainnya seperti media cetak dan media online guna menambah jangkauan informasi Kampus Bisnis Umar Usman kepada masyarakat.

Kata Kunci : *Komunikasi Bisnis, Komunikasi Pemasaran, Kampus Bisnis Umar Usman*

Referensi : 32 buku, 2 tesis, 4 jurnal, dan 12 website

ABSTRACT

Name : Asmaul Fatony Aziz
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Title : Marketing Communication of New Student Admissions
Umar Usman Business School Through Social Media
Supervisor : Dr. Fal Harmonis, M.Si
Summary :

The trend of entrepreneurship among young people is increasingly popular, in Indonesia every year there are 3.5 million new job seekers, 1.7 million of whom are undergraduates. However, every year only 2 million jobs are available. The Minister of Cooperatives and SMEs wants universities to add entrepreneurship curriculum, especially in the business and economics faculties. The number of business campuses continues to grow and creates competition between institutions in getting new students. Marketing communication activities are also needed in attracting the attention of prospective new students to choose the desired business school. Umar Usman Business School is a nonformal campus equivalent to DI based on business practice education. The purpose of this study is to describe the marketing communication of the Umar Usman Business School in getting new students through social media and the supporting and inhibiting factors of marketing communication in getting new students through social media. The theory used, business communication, marketing communication, marketing mix, marketing communication mix, and social media. The method used is descriptive qualitative. This research was obtained through interviews with research subjects, observation and documentation. The interview was conducted at the Umar Usman Business School located in South Tangerang. The results of the research, Umar Usman Business School implements marketing communications by focusing on the marketing communication mix consisting of advertising, sales promotion, event and experiences, public relations, direct marketing, personal selling, interactive marketing, word of mouth marketing, and social media marketing. Supporting factors in conducting marketing communication marketing communications are a reliable team, Instagram followers and a large database, reliable admins, creative content team. While the inhibiting factor is that it is not easy to educate the public to become entrepreneurs and get content ideas for posting on social media. Conclusions and suggestions, although they are good in carrying out marketing communications on social media, it is hoped that they can also maximize other media such as print media and online media in order to increase the reach of Umar Usman Business School information to the public.

Keywords : Business Communication, Marketing Communication, Umar Usman Business School

Reference : 32 books, 2 theses, 4 journal, and 12 website