

## Campus Promotion Management in the Context of Increasing Public Animo Entering the Campus of Al-Muslim Bireun University Aceh

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### ABSTRACT

This study aims to determine campus promotion management in order to increase public interest in entering the Al-Muslim Bireun Aceh University campus. This type of research is qualitative research. This research was carried out at Al-Muslim University because this campus is a private campus that must be active in carrying out a campus promotion, in order to increase public interest in order to enter the Al-Muslim University campus. This data collection method is done by interview, documentation, and observation. The data analysis in this study uses the data triangulation method, which is a method by exploring the truth of information by exploring the truth of information from various sources and conducting interviews with more than one source who has different views. Based on the results of the data analysis, the following conclusions can be drawn: (1) Campus promotion management in order to increase community anime entering Al-Muslim university campuses is quite optimal, both in planning, organizing, implementing and supervising. (2) Supporting factors include: the support of quality human resources and the existence of various campus advantages, the existence of adequate facilities and infrastructure, and the existence of several services available on campus, such as Bidikmisi, Kip-Kuliah, Aceh Carong, and other scholarships. (3) Public interest with the promotion management of the Al-Muslim Bireun Aceh University campus is getting better. the support of quality human resources and the existence of various campus advantages, the existence of adequate facilities and infrastructure, and the existence of several services available on campus, such as bidikmisi, Kip-Kuliah, Aceh Carong, and other scholarships. (3) Public interest with the promotion management of the Al-Muslim Bireun Aceh University campus is getting better.

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### INTRODUCTION

The fundamental or fundamental phenomenon in human life is education. "Where there is human life, there must be education," (Driyarkara, 2000). According to Syah (2005), education is the process of changing the views and behavior of a person or group in an effort to help individuals become adults. Higher education requires a promotion strategy as an educational institution to attract prospective students.

An attempt to inform or offer a product or service with the intention of luring potential customers to buy or consume it is known as promotion. By expecting an increase in sales with promotions from manufacturers or distributors (Kotler & Armstrong, 2001: 610).

Research with the title "Management of Campus Promotions in the Context of Increasing Public Animo to Enter Al-Muslim University Bireun Aceh Campus" Attempts for people to get to know the campus so that people want to enter this al-Muslim university

According to Lupiyoadi (2001), another problem that has contributed to the downturn in the higher education sector is the existence of Government Regulation No. 61 of 1999 concerning the Appointment of Higher Education. In accordance with this PP, the government provides an opportunity for each tertiary institution (PT) to develop a more efficient and effective management system to support the growth of knowledge by using the higher education nomenclature. In addition, private universities are also given permission to grow and develop in a close relationship with state universities.

When talking about state universities, the number of students has an important characteristic for the success of the university's recruitment process. This is different from the condition of national universities (PTN) which receive funds from BOPTN for recruitment, while private universities are required to be more independent in terms of recruitment and recruiting practices.

One of the following components of BOPTN is found in the Minister of Education and Culture of the Republic of Indonesia No. 4 of 2013 Article 2:

1. Procurement maintenance costs
2. Implementation of research and community service
3. Implementation of student activities
4. Addition of practicum/lecture materials
5. Power and service subscription financing
6. Library materials
7. Implementation of supporting activities
8. Quality assurance
9. Honorary lecturers and non-civil servant education staff
10. Development of information and communication technology (ICT) in learning
11. Procurement of guest lecturers
12. Other activities which are a priority in the strategic plan of each university

Based on the description above, the general objective of this study is to analyze the promotion strategy, effectiveness and inhibiting factors for promotion using a mixed method.

## METHODS

Promotion is defined as a person's attempt to offer a product or service with the aim of attracting potential consumers to buy or obtain their services.

There are 4 types of promotional activities, namely:

### 1. Promotion

#### a) Advertising

is a paid, non-personal promotion of ideas, goods and services by an identified sponsor. Advertising is a source of information that is used by potential customers as a consideration for making a decision to buy or not, and choose to get their services or not.

#### b) Sales Personal selling

Is a promotional activity by carrying out a direct communication and visiting it directly to potential customers, this aims to introduce a product and service and provide an understanding of the information that has been provided so that they want to buy and get it.

#### c) Publicity

A form of non-personal promotion that is carried out as an effort and increases the awareness and attention of potential consumers, namely by forming non-promotions about a product or service with short-term expectations that will encourage purchasing decisions.

#### d) Sales promotion

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Namely a promotion that is carried out by providing a direct stimulus that has been implemented within a certain period of time to potential customers, this aims to attract them to make a purchase. The stimulus that is often used is by giving a price discount.

## 2. Attitude

Attitude is an expression of one's feelings that form a feeling of liking or disliking an object that will form a behavior. Attitude change contains three components, namely cognitive, affective and conative aspects. Cognitive here means a person's behavior is influenced by knowledge, understanding, and evaluation of an object. The affective component is behavior related to the emotional side and feelings. The conative component is an aspect that has a tendency to behave arising from understanding and feelings.

According to Kelly in Mar'at (1981) said that the process of changing behavior starts from the existence of a stimulus that is conveyed in various types of promotions that are carried out. The stimulus is captured by the senses and then enters the organism stage in the brain, namely in three stages. The first stage, namely attention, is the extent to which the promotion that has been carried out is able to attract the attention of the communicant, the second is the understanding stage, at this stage the communicant tries to be able to understand what is able to attract his attention, the third is the acceptance stage, at this stage the communicant accepts the promotion has been received and at this stage is a tendency of a behavior. And as for the last process, namely the response in the form of a communicant's behavior to the stimulus it receives,

## Types of research

The type of research used by researchers in this study is qualitative research. The method used is ethnography. This research was carried out on the Al-Muslim Bireun Aceh university campus, because it is a private campus that must be active in carrying out a promotion that is useful for increasing public interest to enroll their children in this Bireun Al-Muslim campus.

The data in this study consisted of primary data and secondary data. This primary data was obtained directly from the Al-Muslim campus, while secondary data was obtained from documents. Data collection techniques in this study were carried out by interviews, observation and documentation. The data analysis technique used is by collecting data in a certain period by interviews, observation and documentation. Next is data reduction which is carried out continuously, until in the end the data is intact and arranged into words, sentences and paragraphs. And the last step is drawing a conclusion.

## RESULTS AND DISCUSSION

This Al-Muslim University has been increasing the number of students enrolling year after year. This shows that the strategy adopted by this campus in carrying out a promotion has been effective in increasing public interest. The campus also continues to maintain the reputation of the campus which aims to be increasingly known by the public. Based on the documentation that researchers have carried out on the Al-Muslim university campus, it is known that the total number of students in 2022 will reach 1000 students, in 2020 the total number of students will be 600 and in 2021 the total number of students will increase to 800 and in 2022 this students who are active at al-Muslim university reach up to 1,000 students.

Advertising (advertising). Advertising is part of the promotional mix that intends to persuade audiences to take advantage of goods or services. Kasali (2007) defines advertising as a message that offers a product aimed at the public through a medium. Promotion (individual sales). Personal selling is a direct communication (face to face) between the seller and potential

customers, namely to introduce a new product to prospective customers and also form customer understanding of a product so that they will then try to buy it (Tjiptono, 2008). Sales promotion. This promotion offers a buying incentive. Consumer promotion tools include consumer promotion, typically in the form of samples, coupons, cash-back offers, price reductions, merchandise giveaways, trade promotions, purchase guarantees, cooperative advertising,

Currently the AL-Muslim campus is very popular among the local community. Students on campus are not only from within the region but also from outside the region. Many students are interested in entering this campus because this campus is a private campus that is accredited B.

The Al-Muslim Campus has 7 study programs including:

**I. In the Study Program of the Faculty of Agriculture (Fp)**

1. Agrotechnology (S1) Accreditation B
2. Animal Husbandry (S1) Accreditation B
3. Agribusiness (S1) Accreditation B
4. Aquaculture (S1) Accreditation B
5. Forestry (S1) Accreditation C
6. Agricultural Industry Technology (S1) Accreditation C

**II. Faculty of Teacher Training and Education (Fkip)**

1. English Education (S1) Accreditation B
2. Indonesian Language Education (S1) Accreditation B
3. Mathematics Education (S1) Accreditation B
4. Biology Education (S1) Accreditation B
5. Physics Education (S1) Accreditation B
6. Geography Education (S1) Accreditation B
7. Economic Education (S1) Accreditation B
8. Elementary School Teacher Education (S1) Accreditation A
9. Early Childhood Education (PAUD) (S1) Accreditation C

**III. Faculty of Engineering ( FT )**

1. Civil Engineering (S1) Accreditation B
2. Architecture (S1) Accreditation C

**IV. Faculty of Social and Political Sciences ( Fsip )**

1. Public Administration (S1) Accreditation B
2. Business Administration (S1) Accreditation B
3. International Relations (S1) Accreditation B

**V. Faculty of Economics (Fe)**

1. Development Economics (S1) Accreditation B

**VI. Faculty of Computer Science (Fikom)**

1. Informatics (S1) Accreditation B
2. Information System (DIII) Accreditation B

**VII. Midwifery Diploma Program**

1. Midwifery (D3) Accreditation B
2. Midwife Professional Education (S1 Profession)

This campus also has various adequate facilities and infrastructure including:

- 1) Center of Activities Held On Campus of Almuslim University (Own)
- 2) Computer Laboratory, Multimedia Laboratory with Latest Equipment, Robotics Laboratory, MIPA Laboratory, Language Laboratory, Health/Midwifery Laboratory, Micro Teaching Laboratory, Pgsd Laboratory, Geography Laboratory, Physics Laboratory, Civil Engineering

- Laboratory, Engineering Drawing Studio Laboratory, Transportation Laboratory, Sendratasik Laboratory (Art, Dance, Drama, and Music), BPM, LP2SI, LPPM and Bapel KKM
- 3) Main Library for Various Disciplines Equipped with Journals, Magazines, and E-Library Facilities.
  - 4) Practical Land/Experimental Garden for Students of the Faculty of Agriculture Approximately 400 Ha
  - 5) The teaching staff consists of State Lecturers, Foundation Lecturers, and Visiting Lecturers from Various Disciplines
  - 6) Campus prayer rooms, student dormitories, lecturer messes, lecturer housing within the campus environment, and student flats are available.
  - 7) Scholarship Program From Ministry of Education and Culture, Local Government, PPA, Bidikmisi Scholarship, Indonesia Smart Card (KIP), and Almuslim University Internal
  - 8) Sports Facilities: Football Field, Volleyball, Badminton, Basketball, Martial Arts, and Other Extracurricular Activities.
  - 9) There is a Student Independent Study Center Equipped with Internet and Wireless Facilities
  - 10) Integrated Academic System (Online) Supported by High Bandwidth
  - 11) Other Supporting Facilities in the Almuslim Bank Syariah Indonesia University Campus Complex, ATM Center, BSI Link
  - 12) Almuslim Business Center
    - Almuslim Hotel
    - Al-Muslim Cafeteria
    - ATK And Printing
    - Almuslim restaurant
    - Rsumawa (Student Flats)
    - Almuslim Voice Radio 90.0 FM
    - Almuslim Oil Palm Plantation
    - Almuslim Horticultural Gardens
    - Creative Center Building (MA Term)

#### **The vision of the al-Muslim university**

Become a superior, professional and Islamic university

#### **Mission of the al-Muslim university**

1. improve the quality of research-based education
2. Increasing research based on local wisdom as a direction for determining development policies
3. Increasing community service as a means of educating the community
4. improve the professionalism of the university
5. increase the productivity of cooperation as a supporter of the implementation of the tridharma of higher education.

#### **Vision and mission of the teaching and education faculty (FKIP)**

##### **Vision**

in 2022 to become a faculty that produces superior, professional and Islamic educators at the national level

##### **Mission**

1. organize effective learning to produce superior, professional and Islamic graduates at the national level.

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2. increasing research activities to improve the quality of learning and produce innovations in the field of education at the national level.
3. Increasing community service to provide information and knowledge in an integrated manner for the advancement of education at the national level.
4. Improving a conducive and integrated academic culture by empowering human resources in an optimal and sustainable manner.
5. Increasing cooperation with domestic and foreign agencies for the development of education.

### **Vision and mission of the PGSD program**

#### **Vision**

Becoming a superior, professional and Islamic study program in the field of elementary school teacher education at the national level in 2022

#### **Mission**

1. Organizing superior education to produce basic education teachers who master science and technology and have full abilities as classroom teachers by prioritizing noble character.
2. carry out research and innovation in the field of basic education that is nationally competitive.
3. carry out community service by utilizing research results in order to provide information and knowledge in an integrated manner for the advancement of basic education.
4. Carry out cooperation with domestic and foreign institutions to develop basic education.

Almuslim University also has several student exchange programs both domestically and abroad, one of which is a student exchange to Japan, namely the Nagoya Gakuin University Japan (NGU) campus, as well as student exchanges at Indonesian universities of education (UPI). These student exchanges carry out teaching and learning activities for approximately one semester, while the purpose of this program is to provide an opportunity for students to gain learning experience at partner campuses, as well as increase national insight, integrity, solidarity, and also as a forum for national bonding between nations. students throughout Indonesia through intercultural learning.

Almuslim University also has several scholarships that are given to students for the underprivileged as well as students who excel. These scholarships are held with the aim of being able to help students in lecture activities. Students who get KIP scholarships usually receive assistance, namely once every semester or once every six months, approximately Rp. 4,200,000 for pocket money for students who receive KIP scholarships. And there are also other scholarships provided by the campus for outstanding students and so on.

This university also has a dance studio, namely Mirah Delima and also a saman dance, both of which are well-known by the public at home and abroad. The Mirah Delima studio has participated in many competitions and performances bearing the name of this al-Muslim campus.

This mirah delima studio has also been invited to India, namely on the Aligarha Muslim University (AMU) campus, namely in order to introduce Indonesian art and culture in India in the framework of the opening of the Indonesian FOOD Festival in the courtyard of the Kennedy Auditorium, this mirah delima studio presents the Puemulia Jamee Dance Ranup Lampuan dance in front of ambassador Sidharto Suryodipuro.

With this activity, the Chancellor of AMU said that in the future between the Amuslim campus and AMU could establish a collaboration in the field of education such as student exchanges and cultural arts performances at larger events in India.

## Discussion

### 1. Campus Promotion Management in the Context of Increasing Public Animo Entering the Al-Muslim Bireun Aceh University Campus

#### a. Advertising management

as a private campus, this Al-Muslim university, seeks to carry out advertising seriously, so that management activities are also designed in a structured manner from planning to supervision. Advertising planning to introduce this campus to the public, namely by forming a team whose job is to promote the school. Advertising organizing activities on the al-Muslim campus have so far been carried out by administrators in charge of campus promotion. The management already has a clear division of tasks such as updating information, preparing promotions in the form of brochures and banners and conducting outreach to the surrounding community.

Organizing activities to advertise the campus is carried out by forming a team whose job is to upgrade information on campus brochures, banners and websites that are used as campus promotional media. The distribution of brochures was carried out in collaboration with SMA/MA schools and also distributing registration brochures as new students. The registration brochure for new students also contains information on various scholarships which will later be given to prospective new students who excel or those who are less fortunate.

The activity of making and distributing new student admission brochures is carried out before the opening of new student registration begins. Distribution of this brochure can be done during visits to SMA/MA or during outreach activities in the community. The distribution of brochures is routinely carried out by the campus in order to welcome new student admissions (PMB)

Activities to advertise this campus are technically carried out by administrators who are in charge of promoting the campus. This activity was carried out by coming directly to schools by distributing flyers and placing banners on the streets. The campus here also advertises registration for new students on social media, Facebook, Instagram and the campus website. This is intended to attract the interest of parents and prospective students themselves.

New student acceptance banners are also installed on the campus forecourt and on public roads. This is done with the aim of providing information to the community around the campus and in this campus area, so that students at school can see and read the information contained in the poster and to convey it to relatives and friends who still want to continue their undergraduate education. on this al-Muslim campus.

#### b. Personal Selling Management

The campus also organizes personal selling activities to popularize the campus. This is achieved by publishing superior school seeds that can attract public attention, for example by displaying outstanding students, student exchange students and quality lecturers.

The al-Muslim campus carries out personal selling activities by interacting directly with the community around the school, such as through outreach activities at the school. This activity was also carried out by distributing brochures, banners and information through social media websites and Facebook which contained the achievements of the students. The media is also used by the campus to communicate directly with the public and introduce this campus to the public.

The administrators in charge of promoting the campus are also responsible for reporting the results of their work while promoting the campus at school and in the community to the campus. Supervision of personal selling activities is indeed carried out by the campus by requesting reports both from the promotion task force and from the public as the subject of the promotion.

### c. Publicity Management

Publicity on the Al-Muslim campus has so far been carried out by the campus promotion team. The team is tasked with providing positive publications related to activities and achievements on campus by including them in brochures, websites and social media. Information about the al-Muslim university campus can be easily accessed by the public on the website [www.umuslim.ac.id](http://www.umuslim.ac.id).

### d. Sales Promotion Management

The implementation of sales promotion on the Al Muslim campus always refers to the promotion plan that has been set, namely conducting outreach to schools, namely by distributing target brochures, cooking soccer balls in the center of the crowd, updating data on the campus website. The al Muslim campus has carried out a number of sales promotions through both print and electronic media. Promotion through print media is carried out by distributing brochures and banners, while promotion through electronic media is carried out through the campus website and campus social media.

The Al Muslim Campus also supervises sales promotion activities. Supervision of sales promotion activities is carried out by the campus by making direct visits to the location of promotional activities and requesting activity reports from the campus promotion team. Supervision is indeed one of the activities that should not be ignored in order to measure the results of sales promotion activities (Manullang, 2005:8-12).

### (2) factors that support school promotion management in order to increase public interest in al-Muslim university

Factors that support campus promotion management in order to increase public interest in the Al-Muslim campus include: the support of quality human resources and the existence of various campus advantages, the existence of adequate facilities and infrastructure, and the existence of several services available on campus, such as bidikmisi , Kip-Lectures, Aceh Carong, and other scholarships.

Promotions carried out by the al-Muslim campus are diverse and not only focused on common media such as banners and brochures, but the campus also promotes the campus through websites and other social media. The campus also seeks to interact directly with the surrounding community with the aim that the community will want to enroll their children in this al-Muslim university campus.

### (3) Public interest in promotion management on the campus of the Al-Muslim University.

The promotion management of the al-Muslim university campus has increased the number of students enrolling year after year. This shows that the strategy that has been taken by the campus in increasing this promotion has been effective in increasing public interest.

The community's interest in enrolling their children in the Al-Muslim University campus is indeed influenced by a number of advantages and achievements on campus, such as the availability of adequate campus facilities and infrastructure and low tuition fees.

The promotion management of the al-Muslim campus has increased public interest in sending their children to the al-Muslim university campus. Many parents are interested in sending their children to this campus because the campus of the Al-Muslim University has accreditation B. Many graduates of this campus work immediately after graduation and this is indeed one of the factors that makes this campus more known to the public.



### CONCLUSION

Based on the research above, it can be concluded that campus promotion management in order to increase public interest in entering the Al-Muslim University campus is quite optimal, both in planning, organizing, implementing and supervising. Campus promotion planning includes advertising, personal selling, publicity and sales promotion carried out by the campus by holding meetings to compile a promotion team and the promotion strategy carried out. The team then handled the organization and implementation of campus promotions. Campus promotion organization has gone well because there has been a clear division of tasks. Further campus promotions were carried out by the team by distributing brochures, placing banners in strategic locations, direct promotion to a number of SMA/MA,

Basically, direct marketing has four distinctive characteristics (Siroth, 2008), namely: 1) Non-public, messages are prepared to appeal to individuals, 2) Customized, messages are made to persuade certain individuals, 3) Up-to-date, a message can be prepared very quickly, 4) Interactive, messages that can change depending on people's responses.

In addition, the factors that support campus promotion management in order to increase public interest on the Al-Muslim University campus include: the support of quality human resources and the existence of various campus advantages, the existence of adequate facilities and infrastructure, and the existence of several services contained in campuses, such as bidikmisi, Kip-Kuliah, Aceh Carong, and other scholarships. Community interest with the promotion management of the Al-Muslim University campus is getting better, we can see this from the increasing number of students registering and the increasing public interest in entering the Al-Muslim University campus.

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