



IMPLEMENTATION OF THE INNOVATIVE PROMOTIONAL STRATEGY OF THE UNIVERSITAS PERSATUAN GURU 1945 NTT (TEACHERS UNION UNIVERSITY 1945 NTT)

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ABSTRACT

Universitas Persatuan Guru 1945 NTT is committed to increasing the number of new students with a target of 1000 registrants in the 2024-2025 academic year. This study aims to evaluate the implementation of innovative promotional strategies that can support the achievement of this target. The methodology used includes a SWOT analysis to identify the strengths, weaknesses, opportunities, and threats faced by the university, as well as surveys and interviews with prospective students and stakeholders to collect data on the effectiveness of various promotional strategies. The results of the study indicate that an integrated promotional approach, including digital marketing, partnerships with schools, and improving the prospective student experience, has proven effective in increasing the university's attractiveness. The main challenges identified include budget constraints, lack of brand awareness, and competition with other educational institutions. To address these challenges, proposed solutions include increasing budget allocation for digital promotion, developing scholarship programs, and strengthening the university's brand through creative marketing campaigns. This study provides strategic recommendations for more effective promotional implementation, to help UPG 1945 NTT achieve its new student enrollment target and strengthen its position as a center of excellence in NTT. The findings also provide valuable insights for other educational institutions facing similar challenges in attracting new students.

Keywords : (a) Promotion, (b) Innovation, (c) Students, (d) University.

1. INTRODUCTION

Universitas Persatuan Guru (UPG) 1945 NTT, located in East Nusa Tenggara, is one of the higher education institutions that has a strategic role in human resource development. Established with the aim of providing quality education, UPG 1945 NTT is committed to making a significant contribution to improving the level of education in NTT and its surroundings because education is the gateway to intelligence (Kohler et al., 2023; Leite, 2022). With its strategic location, this university is a center of education that integrates local aspects with global knowledge to produce competent graduates who are ready to face future challenges (Coimbra et al., 2021; Lambert, 2018). The vision of UPG 1945 NTT is to become a leading university that produces quality graduates, who are broad-minded, and able to adapt quickly to changing times. This vision reflects the university's aspiration to achieve superior higher education standards with a focus on innovation, research, and community service. In order to realize this vision, UPG

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1945 NTT has set a mission to organize education that is relevant to the needs of the community, conduct quality research, and provide community service that is beneficial for regional development. This is in line with the vision of national education which firmly states that national education is to realize a strong and authoritative education system to empower all Indonesian citizens (Burkovičová, 2022; Smedsrud, 2020). The goal is for Indonesian citizens to develop into quality, proactive human beings who are able to answer the challenges of an ever-changing era (Hasanah, 2020). Increasing the number of new students is an important aspect in achieving the vision and mission of UPG 1945 NTT. With a target of registering 1000 new students in the 2024-2025 academic year, the university seeks to expand its reach and influence, both locally and nationally. The increase in the number of new students not only has an impact on the quantitative growth of the institution, but also has an impact on improving the quality of education that can be provided. More students mean more resources for the development of study programs, research, and student activities that support holistic learning.

In addition, the increase in the number of new students also contributes to strengthening the position of UPG 1945 NTT as a relevant and competitive educational center. In the context of globalization and increasingly tight competition, universities must be able to attract prospective students from various backgrounds by offering quality educational programs and adequate facilities. Therefore, an innovative promotional strategy is key to attracting prospective students and ensuring that UPG 1945 NTT can meet the target of applicants that have been set.

Overall, achieving the target of 1000 new students is not only a number, but also an indicator of UPG 1945 NTT's success in carrying out its mission of education, research, and community service. With an effective and innovative promotional strategy, this university can achieve these goals, have a positive impact on the community, and continue to play an active role in the development of higher education in NTT and its surrounding.

2. RESEARCH METHODS

Research Paradigma

This research paradigm uses a qualitative approach (Prince et al., 2021; Tetteh et al., 2021). with an evaluative approach that aims to understand and evaluate the effectiveness of the promotion strategy implemented by UPG 1945 NTT (Margherita et al., 2022). The qualitative approach was chosen because it focuses on an in-depth understanding of the processes, experiences, and perceptions that cannot be measured with quantitative data alone (Leinweber et al., 2023). This study explores how innovative promotion strategies affect new student recruitment and identifies relevant challenges and solutions.

Research Design

This research design adopts a case study with a descriptive approach. Case study research allows researchers to examine in depth one specific entity, namely UPG 1945 NTT, and apply a SWOT analysis to evaluate the promotion strategy implemented. This study utilizes qualitative and quantitative data to provide a comprehensive picture of the implementation and results of the promotion strategy.

Operationalization of the Concept

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The operationalization of the concept is carried out by defining the key variables involved in the study:

- a) Promotion Strategy: Defined as a series of activities designed to increase the visibility and attractiveness of UPG 1945 NTT to prospective students. This includes demographic and geographic segmentation as well as digital marketing.
- b) Demographic Segmentation: Division of lecturers based on their area of origin to conduct socialization in high schools/vocational schools.
- c) Geographic Segmentation: Targeting certain areas in NTT for promotional activities, such as Sumba Island, Sabu Island, Rote Island, Alor Island, Flores Island, and Timor Island.
- d) Digital Marketing: Use of social media platforms such as Facebook, Instagram, Blogs, TikTok, and Snack Video to create and distribute promotional content.

Research Focus

The focus of this study is:

- a) Evaluation of the Effectiveness of Promotion Strategy: Examining how the promotional strategy implemented affects the recruitment of new students at UPG 1945
- b) NTT.
- c) Identify Challenges and Solutions: Determine the challenges faced during the implementation of the promotion strategy and the solutions implemented to overcome these challenges.
- d) Performance Analysis: Measure the results of the promotion strategy using indicators such as the number of new students recruited, the effectiveness of digital content, and feedback from socialization participants.

Unit of Analysis and Data Collection Methods

- a) Individuals: Lecturers, students, alumni, and marketing staff involved in the promotion activities.
- b) Institution: UPG 1945 NTT as the entity that implements and manages the promotion strategy.

Data Collection Methods

- a) Interviews: Conducted with lecturers, students, alumni, and staff to obtain in-depth information about their experiences and evaluations of the promotion strategy. Semi-structured interviews were used to provide flexibility in exploring topics.
- b) Surveys: Distributed to prospective students who have been connected through the promotion to collect data on their perceptions of the effectiveness of the promotion carried out. This survey uses a Likert scale to measure satisfaction and the impact of the promotion.
- c) Documentation: Secondary data collection from internal reports, student enrollment statistics, and promotional materials that have been created. This documentation helps in providing context and historical data related to the promotional strategy.
- d) Observation: Direct observation of promotional activities in the field, such as socialization in schools and implementation of digital campaigns.



Data Analysis

Data collected from various methods were analyzed using the following approaches:

- a) **Qualitative Analysis:** Using thematic analysis techniques to identify patterns, themes, and categories from interview and observation data. Relevant codes and themes from interview transcripts and observation notes were identified and analyzed to understand participants' experiences and perceptions.
- b) **Quantitative Analysis:** Data from the survey were analyzed using descriptive statistics to provide an overview of prospective students' perceptions of the promotional strategy. This analysis involved calculating frequencies, means, and distributions of scores to measure satisfaction and effectiveness of the promotion.
- c) **SWOT Analysis:** Using interview, survey, and documentation results to identify the strengths, weaknesses, opportunities, and threats of the promotional strategy. The SWOT analysis helps in evaluating the internal and external aspects of the promotional strategy and provides insights for improvement.

3. RESEARCH RESULTS & DISCUSSION

General Conditions

The province of East Nusa Tenggara (NTT) is one of the provinces in Indonesia that has challenges and opportunities in the higher education sector. With more than 20 main islands, NTT has unique demographic characteristics, including cultural diversity and varying levels of education. Higher education in NTT has experienced significant development in recent years, but still faces various challenges

a) **Infrastructure and Access**

The infrastructure of higher education in NTT is still under development. Several areas, especially remote ones, experience limited access to adequate higher education facilities. Universities and colleges in NTT are trying to reach these areas by expanding their reach and offering programs that are relevant to local needs.

b) **Quality of Education**

The quality of education in NTT varies, with some institutions focusing on improving academic standards and facilities. However, there is still a gap in terms of quality between institutions in urban centers and remote areas. Efforts to improve the quality of education include improving accreditation, curriculum development, and improving lecturer qualifications.

c) **Demand and Competition**

The demand for higher education in NTT continues to increase along with economic growth and awareness of the importance of education. However, there is competition between universities in the area to attract prospective students, which encourages institutions to implement innovative and effective promotional strategies.

UPG 1945 NTT Profile

History and Background

Universitas PGRI 1945 NTT (UPG 1945 NTT) is a higher education institution that focuses on developing the quality of education in East Nusa Tenggara. Established in 2017 as a result of the name change and reorganization of Universitas PGRI NTT, UPG 1945 NTT aims to become

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a center of excellence in higher education in the region. With a commitment to quality learning and professional development, UPG 1945 NTT strives to make a significant contribution to the advancement of education in NTT.

Study Programs

UPG 1945 NTT offers a variety of study programs in education, social, and economics, designed to meet local needs and support human resource development in NTT. These programs include formal education.

Challenges in Implementing Promotional Strategies

Team Coordination: Coordinating various promotional teams, including lecturers, alumni, and digital marketing teams, can be challenging. Poor coordination can lead to inconsistent messages and lack of effectiveness in promotions.

Budgetary Constraints: Limited budgets for promotional campaigns can limit the scope and intensity of promotions. This can affect the reach and quality of promotional content produced. **Competition with State Universities:** Fierce competition with state universities that have greater resources and better facilities can make it difficult for private universities to attract quality prospective students. **Limited Access to Remote Areas:** Although geographic segmentation strategies are designed to reach remote areas, limited access and inadequate infrastructure can hinder promotional efforts in these areas. **Changes in Prospective Student Preferences:** Changing preferences and interests of prospective students require continuous adjustment of promotional strategies. Identifying the latest trends and adjusting promotional content can be challenging.

Long-Term Impact

Increase in the Number of New Students

The achievement of the target number of new students exceeding 1000 people and reaching 1326 people in 2024 shows the positive impact of the promotional strategy implemented. This increase not only reflects the success of the promotional strategy but also makes a significant contribution to the growth of the institution.

Increased University Reputation

With the increase in the number of new students, UPG 1945 NTT's reputation as a quality and innovative higher education institution also increases. A good reputation attracts more prospective students and increases the university's appeal at the regional level.

Economic Impact

The increase in the number of students brings positive economic impacts to the university, including increased revenue from tuition fees and potential revenue from additional programs. It can also boost the local economy by creating more job opportunities and economic activity.

Improvement of Infrastructure and Facilities

With the increase in the number of students, UPG 1945 NTT may need to improve its infrastructure and facilities to meet the needs of the greater number of students. This could include improving campus facilities, upgrading technology, and adding student services.

Academic Program Development

The increase in the number of students can encourage UPG 1945 NTT to develop and expand the academic programs offered. This includes the addition of new study programs, improving the quality of the curriculum, and providing more research and development opportunities.

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Impact on Communities

A growing university can have a positive impact on local communities by providing more educational and development opportunities. It can also raise awareness of the importance of higher education and motivate more individuals to further their education.

4. CONCLUSION

This study focuses on the implementation of innovative promotional strategies at UPG 19 45 NTT with the main objective of achieving the target of registering 1000 new students in the 2024-2025 academic year. Based on the analysis conducted, the following are the conclusions of the research results:

- a) Implementation of Promotion Strategy: UPG 1945 NTT implements a promotional strategy integrated with a demographic and geographic segmentation approach. This strategy involves dividing lecturers based on their area of origin to conduct direct socialization in high schools/vocational schools, as well as utilizing social media and digital platforms to increase the visibility of the university. This approach has succeeded in creating more personal and relevant communication with prospective students.
- b) Demographic and Geographic Segmentation: Demographic and geographic segmentation allows UPG 1945 NTT to target specific audiences based on their location and demographic characteristics. Lecturers who go to their hometowns help bridge the information gap and build better relationships with prospective students on various islands in NTT, including Sumba Island, Sabu Island, Rote Island, Alor Island, Flores Island, and Timor Island.
- c) Digital Marketing: The digital marketing strategy implemented includes the use of various social media platforms such as Facebook, Instagram, TikTok, and blogs. Promotional content disseminated through these platforms has succeeded in attracting a wider and more diverse audience, providing detailed information about study programs, facilities, and opportunities at UPG 1945 NTT.
- d) Challenges and Solutions: The main challenges faced in implementing the promotional strategy include team coordination, budget constraints, competition with PTN, access to remote areas, and changes in prospective student preferences. The solutions implemented include improving coordination, budget optimization, highlighting competitive advantages, innovation in access, and adapting to the latest trends. These strategies have proven effective in overcoming challenges and improving promotional results.
- e) Long-Term Impact: The long-term impact of this promotional strategy includes an increase in the number of new students, a better university reputation, positive economic impacts, improved infrastructure, development of academic programs, and broad social impacts. Achieving the target of 1326 new students is a significant achievement for UPG 1945 NTT, demonstrating the success of the strategy implemented and opening up opportunities for further development.
- f) Overall, this study shows that the implementation of a planned and innovative promotional strategy can have a significant positive impact on increasing the number of new students and the development of the university. This success can be used as a model for other educational institutions in designing and implementing effective promotional strategies.

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Based on the results of the study, here are some suggestions that can help UPG 1945 NTT in improving their promotional strategy and achieving more ambitious goals in the future:

- a) Improving Coordination and Communication: It is recommended that UPG 1945 NTT continue to strengthen coordination between the promotion team, lecturers, alumni, and other related parties. The use of more effective project management and communication tools can help ensure that all elements in the promotional strategy work synergistically to achieve the same goal.
- b) Developing More Creative Digital Content: To increase the impact of digital marketing, universities can develop more creative and interactive content, such as live streaming of campus events, creating content that involves users, and collaborating with influencers. This can help reach a wider audience and increase engagement.
- c) Increasing the Promotion Budget: Given the importance of promotion in attracting prospective students, universities are advised to consider increasing the promotion budget. A larger budget allocation can be used to expand the scope of the campaign, improve the quality of content, and utilize additional promotional channels.

By following these suggestions, UPG 1945 NTT can continue to improve the effectiveness of their promotional strategy and achieve better results in attracting and retaining new students.

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