Increasing Higher Education Promotion Through a Coverage Focus Strategy for Mapping Characteristics of New Students

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Abstract : Nowadays, the promotion of higher education in Indonesia in attracting prospective students is quite intense. In the digital era, the role of digital media occupies the highest role in providing access to information and communication so that it becomes the most effective service used by universities. The coverage focus strategy is an option to incorporate digital media to find out the characteristics of new students. This research is a qualitative research using a descriptive approach. This study aims to determine the promotion strategy using the coverage focus technique and to determine the characteristics of prospective new students in tertiary institutions. The subjects in this study consisted of the college promotion team and prospective new students at Universitas PGRI WIRANEGARA. Data were collected through interviews and questionnaires, then analyzed using data triangulation techniques. The results of the study show that the promotion strategies carried out by Universitas PGRI WIRANEGARA are Advertising, Personal Selling, Publicity, and Word of Mouth. The characteristics of prospective new students at Universitas PGRI WIRANEGARA after not being accepted by the SBMPTN are showing an interest in further studies, learning motivation, intellectual level, economic level and parental support.

Keywords: *Promotion Strategy; Coverage Focus Strategy, Student Characteristics*

INTRODUCTION

Promotion of higher education is an effort to be able to attract the hearts of prospective new students. This of course requires a strategy used by tertiary institutions as an effort to convey messages of persuasion and education regarding offers and positive thinking results. Selection of promotion strategy is an effort to utilize resources in carrying out promotional programs. The promotion strategy that is utilized as a communication medium is expected to be able to provide comprehensive and sufficient information so that prospective students can consider studying at a tertiary institution [1]. The

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[1] Surya Dharmawansyah, Hafied Cangara, and M Iqbal Sultan, "STRATEGI PROMOSI DALAM MENINGKATKAN JUMLAH MAHASISWA PADA POLITEKNIK NEGERI MEDIA KREATIF MAKASSAR," *Jurnal Komunikasi KAREBA* 3, no. 4 (2014): 256–263; Dani Darmawan, "STRATEGI KOMUNIKASI PEMASARAN MEDIA KAMPUS BANDUNG DALAM MEMPROMOSIKAN SMILE MOTION 2016 MELALUI MEDIA SOSIAL INSTAGRAM," *Journal of Chemical Information and Modeling* 53, no. 9 (2019): 1689–1699; Winda Feriyan, Sumatera Selatan,

promotion strategy uses regular steps, including planning, organizing, implementing and controlling carefully to get maximum results based on the goals set. Promotion in the context of higher education is responsive to demands based on an analysis of community needs, achievement of higher education goals and program implementation. Higher education that is directly connected to the community both inside and outside is a bridge between higher education institutions and the community [2]. The promotion strategy is at the forefront in maintaining the reputation of higher education and carrying out its strategic role. The demands of the times and the needs of the technology and information society are a necessity in reformulating the promotion strategy carried out by higher education public relations to be able to adapt.

The promotion strategy using the strategy of focusing on higher education coverage is directed at the roles of communicators, relationships, backup management, good image makers in enhancing the reputation of higher education and positive publicity that will be conveyed to the public [3]. First, the role of the communicator as a spokesperson to communicate both through the virtual world and the real world intensively to the public. Second, the relationship role builds a positive relationship between higher education and the internal and external public. Third, the role of backup management is to carry out management support or support other higher education activities in the marketing, operational, technical, financial and personnel departments for the sake of creating common goals within a framework of the main goals of higher education. Fourth, the role of a good image maker is to create a positive image of higher education and publicity, achievement, reputation and at the same time become a goal for higher education promotion activities in implementing higher education promotion management using a coverage focus strategy.

The promotion strategy by utilizing various media partnerships such as YouTube, Facebook, Instagram and online news media is a means of exchanging information, communication, expression and forming a positive image of Higher Education. The presence of various communication media allows humans to interact freely without being limited by space and time [4]. Promotional strategies

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and Sumatera Selatan, "Promosi Dan Pengaruhnya Terhadap Terhadap Animo Calon Mahasiswa Baru Dalam Memilih Perguruan Tinggi Swasta" 16, no. 1 (2018): 21–27; Dkk 2021 Daryono, "Society 5.0 Fostering Spirituality and Humanity," in *Proceedings Of International Seminar Society 5.0 Fostering Spirituality and Humanity*, ed. Ph.D Prof. Akhsanul In'am (Malang: Postgraduate University of Muhammadiyah Malang, Indonesia, 2021), 275; Dkk 2021 Daryono, *Society 5.0 Leading In The Borderless World*, ed. Diah Karmiyati, 2021st ed. (Malang: CV. Bildung Nusantara, 2021, 2021).

[2] Daryono, *Menuju Manajemen Berbasis Sekolah*, ed. M Zainul Arifin ARI Institute S.M, 1st ed. (Pasuruan, Indonesia: Lembaga Academic & Research Institute, 2020); Suzy Yolanda and Gussman Hayatullah, "Analisis Peran Dan Fungsi Humas Dalam Manajemen Institusi Pendidikan (Studi Pada Bagian Humas Dan Kerjasaman Universitas Abdurrab)," *Communiverse: Jurnal Ilmu Komunikasi* 3, no. 2 (2018): 76–89; Wina Puspita Sari and Asep Soegiarto, "FUNGSI DAN PERAN HUMAS DI LEMBAGA PENDIDIKAN," *Communicology* 7, no. 1 (2019): 47–64; Hannah Mahfuzhah and Anshari Anshari, "Media Publikasi Humas Dalam Pendidikan," *Al-Tanzim : Jurnal Manajemen Pendidikan Islam* 2, no. 2 (2018): 137–149; Dkk Daryono, Mochamad Bayu Firmansyah, *Landasan Pendidikan:Teori Dan Aplikasi Dalam Aspek Humas Pendidikan Di Indonesia*, 1st ed. (Pasuruan, Indonesia: Ari Institute, 2021).

[3] Mifrohatul Musyarrofah, "Peran Humas Dalam Pengembangan Pendidikan Tinggi," *Idaarah: Jurnal Manajemen Pendidikan* 2, no. 1 (2018): 11–23; Mahfuzhah and Anshari, "Media Publikasi Humas Dalam Pendidikan"; Feriyan, Selatan, and Selatan, "Promosi Dan Pengaruhnya Terhadap Terhadap Animo Calon Mahasiswa Baru Dalam Memilih Perguruan Tinggi Swasta."

[4] Carlos Miguel Ferreira and Sandro Serpa, "Society 5.0 and Social Development," *Preprints* 1, no. November (2018): 1–6; I. A Safiudin, K., Firmansyah, M. B., Laily, I., & Rohma, "MEDIA SOSIAL SEBAGAI BENTUK EKSPRESI

through various media make it possible to share text, images, videos and sound. The promotion strategy as an effort to create a positive image for tertiary institutions cannot only be studied in terms of its form and meaning, but also the function of using the media as a means of interaction. The function of the promotional strategy using a variety of media is closely related to the message published to create interaction between the sender of the promotional message and the reader of the promotional language. Thus, the published message has the hope that it will form a positive image of the university. Universities can form a positive image through promotional strategies in various media to the wider community. The community will provide an assessment of what has been uploaded, whether in the form of text, images, video or sound along with the included caption. The positive image of tertiary institutions is an interesting fact that has been selected to be conveyed to the wider community. This positive image aims to provide the best service to the community so as to create support for higher education programs. On the other hand, this positive image is an effort to harmonize harmonious and reciprocal relationships in order to obtain adequate information reception for both universities and the community. Universities, in this case the Universitas PGRI WIRANEGARA, are also considering using various media such as YouTube, Facebook, Instagram and online news media to communicate with other parties due to communication demands. With a variety of media, promotional strategies can be carried out as long as they are connected to the internet. Based on the background of the problems that have been described, the campus promotion strategy using the focus coverage technique is an attempt to find out the characteristics of new students before and after the SBMPTN is very interesting to study. The problem that will be discussed in this study is how the differences in the characteristics of new students before and after the SBMPTN.

METHOD

The research approach used in this study is a descriptive approach. The researcher describes and explains the differences in the characteristics of new students before and after the SBMPTN. The type of research used is qualitative research. Qualitative research is research that produces findings that are not achieved by using statistical procedures but by showing people's lives, functional organizations, behavior and kinship relationships [5]. Researchers used a type of qualitative research to describe how the differences in the characteristics of new students before and after the SBMPTN.

RESULTS AND DISCUSSION

The campus promotion strategy in this study is to use a coverage focus strategy. The selection of the coverage focus strategy is directed at how the differences in the characteristics of new students before and after the SBMPTN. The following are the findings of the research conducted.

REMAJA DALAM MENCAPAI UTILITARIANISME," *Nivedana: Jurnal Komunikasi & Bahasa* 3, no. 2 (2022): 153–163; Feriyan, Selatan, and Selatan, "Promosi Dan Pengaruhnya Terhadap Terhadap Animo Calon Mahasiswa Baru Dalam Memilih Perguruan Tinggi Swasta"; Dharmawansyah, Cangara, and Sultan, "STRATEGI PROMOSI DALAM MENINGKATKAN JUMLAH MAHASISWA PADA POLITEKNIK NEGERI MEDIA KREATIF MAKASSAR."

[5] Radja Erland Hamzah, "Penggunaan Media Sosial Di Kampus Dalam Mendukung Pembelajaran Pendidikan" XIV, no. 1 (2015): 45–70; Yusuf A Muri, *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan* (Jakarta: PRENADAMEDIA GROUP, 2016).

Characteristics	Pra	Post
1. Interest in Advanced Studies	-	+
2. Motivation to learn	-	+
3. Intellectual Level	-	+
4. Economic level	-	+
5. Parental Support	-+	+

Differences in Characteristics of Prospective New Students Pre and Post SBMPTN

The interest in further study of post-SBMPTN freshmen is very high. This is shown by the tendency of interest in continuing their studies to a higher level of education. Interest whose tendency is to pay attention to and remember the activities of interest is the basic thing that is paid attention to continuously accompanied by a sense of pleasure [6]. New students choose tertiary institutions as their place of study in the hope of continuing their careers and gaining knowledge and a better standard of living. Interest is a tendency that persists in the subject to feel interested in a particular field and feel happy in doing activities in that field [7]. Interest in further study is influenced by internal factors and external factors. Internal factors that influence interest are ideals, a strong desire to raise one's dignity or get a good job and live happily and happily [8]. The interest of students to continue their studies at tertiary institutions referred to in this study is an attitude of tendency possessed by an individual or student who focuses on objects with full attention and is accompanied by feelings of pleasure to choose tertiary institutions as a continuation of education in order to achieve prosperity as aspired to after graduated from high school and vocational school later. In short, the interest in entering college includes feelings of pleasure, interest, concern, inclination, and desire to get active.

Learning motivation is an important factor in learning. Motivation to learn has a role in growing passion, pleasure and passion for learning. New students who have strong motivation will have the

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[6] Adil Fadillah, Sujana Sujana, and Iswandi Sukartaatmadja, "Kajian Minat Studi Lanjut Siswa-Siswi SMA Dan SMK Kota Bogor Ke Perguruan Tinggi," *JAS-PT Jurnal Analisis Sistem Pendidikan Tinggi* 3, no. 1 (2019): 53; Sitty Nurjana, Marline S Paendong, and Yohanes A R Langi, "Penerapan Rantai Markov Dalam Pemilihan Minat Masuk Siswa SMA Ke Universitas Di Indonesia Application of Markov Chain Interest Sign In Elections High School Students To University In Indonesia" 5, no. 1 (2018): 51–56; Feriyan, Selatan, and Selatan, "Promosi Dan Pengaruhnya Terhadap Terhadap Animo Calon Mahasiswa Baru Dalam Memilih Perguruan Tinggi Swasta."

[7] Fadillah, Sujana, and Sukartaatmadja, "Kajian Minat Studi Lanjut Siswa-Siswi SMA Dan SMK Kota Bogor Ke Perguruan Tinggi."

[8] Feriyan, Selatan, and Selatan, "Promosi Dan Pengaruhnya Terhadap Terhadap Animo Calon Mahasiswa Baru Dalam Memilih Perguruan Tinggi Swasta"; Fadillah, Sujana, and Sukartaatmadja, "Kajian Minat Studi Lanjut Siswa-Siswi SMA Dan SMK Kota Bogor Ke Perguruan Tinggi."

spirit and enthusiasm to carry out learning activities [9]. New students who do not have motivation in learning will not be able to carry out learning activities properly. To achieve the success and success of students in learning, the role of the lecturer as a motivator is needed as a driving force, a driving force so that students are eager to learn, so that learning outcomes can be achieved according to the planned goals [10]. Based on the results of research on new students at Universitas PGRI Wiranegara, it was found that learning motivation after SBMPTN showed strong motivation, enthusiasm and good learning activities. There were several new students who were very enthusiastic in the interviews conducted. The description above means that students have good learning motivation and have awareness in choosing and sorting out the college to go to based on their learning motivation.

Intellectual level is the interpretation of intelligence (intelligence) test results into numbers that can be an indication of the position of a person's intelligence level [11]. The intellectual level relates to awareness of space, awareness of something that appears, and mastery of mathematics. The Intellectual level is able to work to measure speed, measure new things, store and recall objective information and play an active role in calculating numbers and so on. Someone can use an intellectual level that emphasizes the ability to think logically to find objective, accurate facts, and to predict risks, see the consequences of every decision that is made. Genetic factors that play a role in the formation of the intellectual level will not change much from time to time without a catalyst from the environment [12]. Environmental factors have an important role in encouraging an increase in human thinking activity which then leads to an increase in intellectual intelligence. This factor, for example, occurs in today's young generation who are required to be able to solve complex problems quickly, creatively and conceptually. Increasing intellectual intelligence is indeed needed to survive (survival) and answer the challenges of the times. Those with weak thinking capacity will be eliminated. In essence, intellectual intelligence helps plan strategies and tactics. New student intellectual intelligence Universitas PGRI Wiranegara based on random data and unstructured interviews, it shows that the level of intelligence in thinking and reasoning in managing the right brain and left brain is balanced. This was developed based on the results of the selection test after the SBMPTN and then conducted random interviews. The intellectual level is also defined as the global cognitive abilities possessed by new students so they can act in a directed manner and think meaningfully so they can solve problems. The intellectual level is further

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[9] Ifdil Emria Fitri, Neviyarni, "Efektivitas Layanan Informasi Dengan Menggunakan Metode Blended Learning Untuk Meningkatkan Motivasi Belajar" 2 (2016): 84–92; Suyono, "Pembelajaran Efektif Dan Produktif Berbasis Literasi," *Bahasa Dan Seni* 37, no. 2 (2009): 203–217.

[10] Sitti Rabiah, "Manajemen Pendidikan Tinggi Dalam Meningkatkan Mutu Pendidikan," *Sinar Manajemen* 6, no. 1 (2019): 58–67; Asafri Jaya Bakri, "Pengembangan Kompetensi Belajar" (2004): 146–156; Emria Fitri, Neviyarni, "Efektivitas Layanan Informasi Dengan Menggunakan Metode Blended Learning Untuk Meningkatkan Motivasi Belajar."

[11] Shepty Lana Gust Wulandari Gilang Wisnu Saputra, Muhammad Aldy Rivai, Mawaddatus Su'udah and Fitroh Tyas Rosiana Dewi, "PENGARUH TEKNOLOGI INFORMASI TERHADAP KECERDASAN (INTELEKTUAL , SPIRITUAL , EMOSIONAL DAN SOSIAL)" 10, no. 2 (2017): 77–88; Adib Setiawan Rifqi, "Lembar Kegiatan Literasi Saintik Untuk Pembelajaran Jarak Jauh Topik Penyakit Coronavirus 2019 (COVID-19)," *Jurnal Ilmu Pendidikan* 2, no. 1 (2020): 28–37.

[12] Gilang Wisnu Saputra, Muhammad Aldy Rivai, Mawaddatus Su'udah and Tyas Rosiana Dewi, "PENGARUH TEKNOLOGI INFORMASI TERHADAP KECERDASAN (INTELEKTUAL , SPIRITUAL , EMOSIONAL DAN SOSIAL)"; Emria Fitri, Neviyarni, "Efektivitas Layanan Informasi Dengan Menggunakan Metode Blended Learning Untuk Meningkatkan Motivasi Belajar."

classified based on the following: a) related to skills in managing desires and interest in something, for example: having, b) a wide range of interests, sharp observations, being able to remember quickly, imagining, having various hobbies, and skills mechanical, c) relating to an urge to create, discover new things (innovation), such as: painting, drawing, creating music, taking the initiative in the work being done, responding to new ideas, using something effectively, not wanting to depend on others, d) Those related to intellectual functions, such as: the ability to think, reason, learn fast, draw conclusions, and the ability to classify information correctly, understand something complex and count.

Research shows that external and internal factors affect learning outcomes [13]. One of the external factors that influence student learning outcomes is the economic level of parents. The economic level of parents is the ability of parents or student families to meet the needs of their children so that the learning process can run well and obtain optimal learning outcomes. The economic level of parents in meeting their needs will create comfortable conditions for students in learning because they fulfill the needs needed in the student learning process. Previous research has shown that the economic level of students' parents is closely related to children's learning [14]. Students who are studying must fulfill their basic needs and also the intensity of support for learning facilities and infrastructure such as textbooks and places to study. The research findings show that economic ability (cost) is a source of strength in learning activities, a student requires quite expensive facilities, which are sometimes not accessible to the family, the economic ability of parents is able to influence an effective contribution of 20.2% on student achievement, parents' economic status influences student learning outcomes by 5.34%, family economy is able to contribute 20% influence on student learning outcomes. The level of parents' economic ability is a factor that comes from outside the individual. Economic capacity/economic status is the level of income/high and low income of parents (father and or mother) obtained from work or business [15]. Learning facilities can be seen from the place where the learning activities are carried out. Home study facilities are student learning facilities at home. Parents who have good economic ability will complement learning needs such as meeting the need for textbooks and other facilities that support learning. The economic ability of good parents will be able to influence learning facilities at student homes. Therefore, it is necessary to use the economic abilities of parents properly

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[13] Agus Wahyudin Eka Susanti, "Economic Education Analysis Journal" 6, no. 2 (2017): 475–488; Novrian Satria Perdana, "Implementasi Ppdb Zonasi Dalam Upaya Pemerataan Akses Dan Mutu Pendidikan" 3, no. April (2019): 78–92; Mochamad Bayu Firmansyah and S Suwadi, "Student's Multimodated Competency in Digital Learning in Universities," *Erudio Journal of Educational* 8, no. December (2021): 120–136; Daryono, Mochamad Bayu Firmansyah, *Landasan Pendidikan:Teori Dan Aplikasi Dalam Aspek Humas Pendidikan Di Indonesia*.

[14] Eka Susanti, "Economic Education Analysis Journal"; Setiawan Rifqi, "Lembar Kegiatan Literasi Saintik Untuk Pembelajaran Jarak Jauh Topik Penyakit Coronavirus 2019 (COVID-19)."

[15] Jandy E Luik, "Media Sosial Dan Presentasi Diri," in *Scientific Repository*, Teoritisas. (Surabaya: Asosiasi Pendidikan Tinggi Ilmu Komunikasi, Jogjakarta, 2012), 108–129; Mochammad Bayu Firmansyah, Wahyudi Siswanto, and Endah Tri Priyatni, "Multimodal Smartphone : Millennial Student Learning Style," *Test Engineering & Management* 82, no. January-February 2020 (2020): 9535–9545; Akhmad Sofyan et al., "Islamic Boarding School Linguistic Landscape In The Development Of Arabic Language Skills And Islamic Knowledge," *International Journal of Educational Research & Social Sciences* 3, no. 6 (2022): 2178–2185; Mochammad Bayu Firmansyah, "Literasi Multimodal Bermuatan Kearifan Lokal" 10, no. July (2019): 60–68; Fadillah, Sujana, and Sukartaatmadja, "Kajian Minat Studi Lanjut Siswa-Siswi SMA Dan SMK Kota Bogor Ke Perguruan Tinggi"; Eka Susanti, "Economic Education Analysis Journal."

so that learning facilities at student homes can be fulfilled properly so that this will improve student learning outcomes.

Parental support in this study is how the role of parents in providing support and motivation for further studies. The theory of human capital states that the role of investment in human capital is necessary to prepare for the future [16]. Investments in the form of support for education participate in building the nation through improving the quality of human resources in society. Educated people are expected to have an awareness of lifelong learning and are encouraged to progress and continue learning. So from this explanation it can be said that students in their learning are influenced by the economic level of parents in financing children's studies. Home study facilities are learning facilities found at home. If complete learning facilities are available, it will motivate students to be enthusiastic about carrying out the learning process so that learning outcomes will improve properly [17]. Parents who have a good economic level will complement their children's learning needs such as fulfilling the need for textbooks and other facilities that support children's learning. Therefore, the description above shows that the economic ability of parents has a positive and significant influence on learning facilities at home and also comprehensive support can improve human resources in education. Humans must continuously develop themselves to improve their quality in order to face global challenges and competition. Economic ability is related to the continuity of the learning process indirectly on student learning outcomes. The economic ability of parents has an important role in shaping student learning motivation. The economic ability of parents towards students will make students motivated to learn which can improve their learning outcomes. Learning motivation is a student's sense of interest in certain things so that it creates enthusiasm in carrying out these activities. Learning motivation through parental support has an influence on student learning outcomes. If students have the motivation to learn, then learning outcomes are expected to be good.

CONCLUSION

The conclusion that can be drawn from the research that has been done is that there are five characteristics of new students at Universitas PGRI Wiranegara after not being accepted by the SBMPTN. These characteristics are interest in further study, motivation to learn, intellectual level, economic level and parental support. First, interest in further study shows that new students choose tertiary institutions as a place of study with the hope of continuing their careers and gaining knowledge

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[16] Gilang Wisnu Saputra, Muhammad Aldy Rivai, Mawaddatus Su'udah and Tyas Rosiana Dewi, "PENGARUH TEKNOLOGI INFORMASI TERHADAP KECERDASAN (INTELEKTUAL , SPIRITUAL , EMOSIONAL DAN SOSIAL)"; Fadillah, Sujana, and Sukartaatmadja, "Kajian Minat Studi Lanjut Siswa-Siswi SMA Dan SMK Kota Bogor Ke Perguruan Tinggi."

[17] Jay Paredes Scribner, "Professional Development: Untangling the Influence of Work Context on Teacher Learning," *Educational Administration Quarterly* 35, no. 2 (1999): 238–266; Daryono Daryono, "Zoning System In Education Application In The City Of Pasuruan, East Java," *EDUTEC : Journal of Education And Technology* 4, no. 3 (2021): 450–459; Eka Susanti, "Economic Education Analysis Journal"; Emria Fitri, Neviyarni, "Efektivitas Layanan Informasi Dengan Menggunakan Metode Blended Learning Untuk Meningkatkan Motivasi Belajar"; Daryono, Mochamad Bayu Firmansyah, *Landasan Pendidikan:Teori Dan Aplikasi Dalam Aspek Humas Pendidikan Di Indonesia.*

and a better standard of living. Second, the learning motivation of new students shows that the motivation to study after the SBMPTN is very strong, enthusiasm and good learning activities. Third, the level of intellectuality shows that the ability to work related to measuring speed, measuring new things, storing and recalling objective information and playing an active role in calculating numbers and others is intelligence needed for survival and respond to the challenges of the times. Fourth, the economic level indicates that the economic level of parents is the ability of parents or student families to meet the needs of their children so that the learning process can run well and obtain optimal learning outcomes. Fifth, parental support shows that investment in the form of support for education participates in building the nation through improving the quality of human resources in society. Educated people are expected to have an awareness of lifelong learning and are encouraged to progress and continue learning.

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