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Creative Marketing Strategies and Campus Promotions in Attracting Community Interest in Higher Education

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ABSTRACT

STKIP Pembangunan which is now changing its name to Patompo University of Makassar City is currently the choice of higher education studies. The purpose of this study was to analyze the creative marketing strategies carried out by the Patompo University Public Relations team in attracting new prospective students and to find out whether the promotional strategies carried out by the Patompo University Public Relations team have been carried out optimally. The research method used is descriptive qualitative research method. The data collection technique used was in-depth interviews with the Manager of Patompo University's Public Relations team. In addition, discussions were held with 3 respondents as informants to find out the creative marketing activities that have been carried out by the Patompo University Public Relations team to attract new prospective students. The result of this research is that the creative marketing strategy carried out by the Patompo University team has been running well, successfully achieving the target, while the promotion strategy through the image of Patompo University

campus is very good, because the majority of informants prefer Patompo University to take education-oriented majors than other private campuses in Makassar City. The conclusion of this research is that using creative marketing strategies in promoting Patompo University is very effective, but the Patompo University team must also consider establishing good cooperation with various online media outside the campus as well as the Government sector in this case the local, provincial and central government in order to get the best results:

Keywords: Creative Marketing, Promotion Strategy and Higher Education

INTRODUCTION

The development of higher education in Indonesia, especially private higher education, which has mushroomed a lot, makes the role of the community, especially prospective new students, must be selective in choosing a college because it will be useful in finding work in the future. This is explained in Satrio Budi Wibowo (2022) in the education journal with the title "Organizational Health of Private Universities in Metro City" saying that healthy organizations on average have greater benefits than unhealthy organizations. Mapping of organizational health conditions has been carried out in organizations of the type of educational institutions. Mapping of college health has been done in Singapore, Iran, the United States and other countries. Some studies have found that organizational health shows a positive influence on college performance. So, it is very important for the community, especially prospective new students, to be selective in choosing private universities in order to gain useful knowledge in the community and be able to change the mindset of labor creation and be able to compete with applicants in the labor market.

In connection with the marketing strategy pursued by private universities in winning competition between universities, especially in attracting new prospective students, there is certainly a tendency that each university will be proactive, especially in building various networks with various institutions and agencies for various purposes, both education, research and community service. Therefore, if universities are not ready to take creative steps, then universities will always be left behind and do not have access to various resources from various educational institutions. Likewise, Patompo University as one of the Private Universities in Makassar City in an effort to promote its products to the public, namely by carrying out various marketing strategies, including placing advertisements in various media and social networks, promising scholarships, affordable tuition fees and various other forms of publication, even taking steps to pick up the ball, meaning that the new student admission committee of the Patompo University Public Relations Division must go directly to prospective new students, in this case conducting socialization to SMA / MA institutions equivalent. In short, a university will succeed in attracting new students if it is able to manage its market share through effective and creative marketing communications.

Overall, an effective and creative marketing strategy must produce a significant lasting impact on consumers. In other words, the promotion must be memorable. Based on this perspective on creativity, this means that it is necessary to develop promotions that are empathetic (for example, promotions that understand what people are thinking and feeling), that are engaging and memorable, and that "seem simple and easy to understand".

1. Although universities are included in service-oriented organizations but as private universities whose age of implementation is still relatively young, at first, the Head of LLDikti wilayan IX Sultanbatara was still hesitant to issue a permit. However, after being convinced of the potential of Patompo University Makassar, he agreed.
2. Patompo University needs a creative marketing strategy to promote its academic programs to the community, so that people know and ultimately have an interest in continuing their education at Patompo University. Based on this, the researcher is interested in conducting research on creative marketing strategies carried out by the Public Relations Division of Patompo University, so as to attract new prospective students.

This study aims to build an Innovative Marketing Strategy (IMS) for international student recruitment and contribute to the sustainable internationalization of higher education (IoHE). A literature review was used to construct the Innovative Marketing Strategy questionnaire by (Hung and Yen, 2022). Then the promotion strategy towards higher education where attention is focused on the importance and necessity of learning and providing best practices from foreign countries in the context of higher education. Undoubtedly, internationalization stimulates the development of higher education in the perspective of integration into the European scientific and educational space. A significant contribution to positive changes is made by the general trend of professional training of specialists with the appropriate level of development of professional skills and abilities and the corresponding communicative competence of foreign languages by (Sheremet, et al., 2022). As well as creative marketing to promotional strategies, this study intends to explain the causal relationship between variables through hypothesis testing using the partial least squares path modeling (PLS-SEM) analysis technique by (Alimuddin, et al, 2022).

LITERATURE REVIEW

Creative Marketing

According to Dr. Lieb (2012), content marketing is a strategy that involves creating and publishing content on websites and social media. All online content can be considered content marketing, from websites, social media pages, blog posts to videos, white papers, and e-books. According to Jefferson and Tanton (2012), it can be said that content marketing is a marketing strategy where we plan, create and create content that can attract audiences and then inspire them to become customers. Content marketing content can come in various forms such as images, photos, videos, audio, writing, etc. This strategy is widely used by marketers as a tactic to introduce their products to consumers. Kaufman (2016) defines creativity as a cognitive activity or thinking process to generate new and useful ideas. Glover, et al (2016) define creativity as the ability to make new combinations, new associations based on pre-existing materials, information, data or elements into meaningful and useful things. Torrance Kaufman and Sternberg (2010) define creativity as the process of understanding gaps or obstacles in one's life, formulating new hypotheses and communicating the results, and whenever possible, modifying and testing existing hypotheses.

Promotion Strategy

In its strategic role, marketing includes all efforts to achieve compatibility between the company and its environment to find solutions to problems by defining two main aspects, namely Fandy Tjiptono (2022): a) What business does the company run today and what

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business it might run in the future? b) How can the selected company be successfully managed in a competitive environment in terms of product, price promotion and distribution (marketing mix) to serve the target market. b) How can the selected company be successfully managed in a competitive environment in terms of product, price promotion and distribution (marketing mix) to serve the target market Marketing strategy consists of the basic principles on which management is based to achieve business and marketing objectives in target markets, marketing strategy includes basic decisions about marketing, marketing mix, marketing mix, and marketing distribution by (Kotler, 2015).

Higher Education

Every university expects a unique level of excellence that matches its vision and mission. The concept of excellence refers to outstanding performance. Excellence can also be equated with the reputation of an institution. Patompo University is one of the educational institutions in Indonesia, especially South Sulawesi Province, Makassar City. Patompo University organizes academic training programs in various fields of education, science, technology economics, arts and sports. Patompo University also organizes professional and vocational training according to statutory regulations. Patompo University continues to improve and develop various higher programs related to the University's Tridharma to improve the quality and importance of graduates and more useful research results. In the coming years, Patompo University is expected to become a world-class university with a number of advantages. Patompo University has 2 (two) faculties and excellent study programs, including the Faculty of Economics, which is accredited with a B (very good) grade, namely the Economic Education study program based on the BAN-PT decision and the Faculty of Science and Technology which is accredited with a B (very good) grade, namely the Biology Education study program based on the BAN-PT decision. The missions of the Faculty of Economics and the Faculty of Science and Technology are: Organizing quality economics and science technology education, preparing better and competitive economics and science technology teaching staff as needed. Knowledge of working life and development of economics and science education system through research collaboration with interest groups. The implementation of the national education system in the qualifications of the Indonesian National Qualifications Framework (KKNI) level 3 in the economics education (S1) and biology education (S1) programs includes processes that develop attitudes, knowledge, specific skills, and general specific skills.

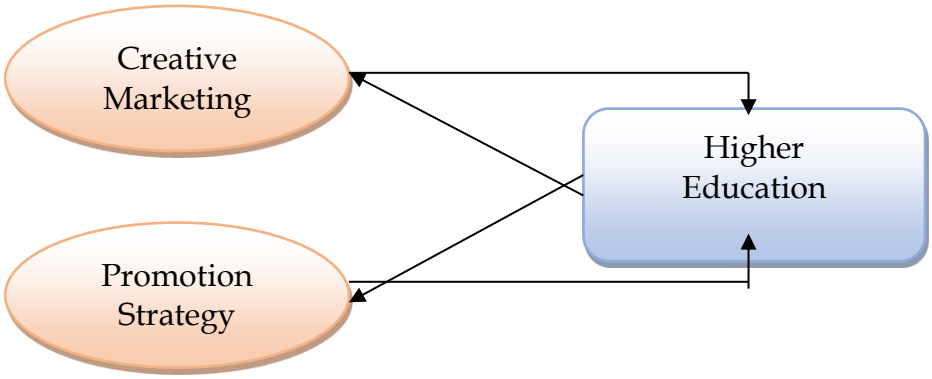


Figure 1: College Marketing Process Framework

RESEARCH METHODS

This research uses qualitative research methods with a case study approach. Qualitative research aims to provide what is called a complex and holistic picture. That is, qualitative research aims to provide readers with a diverse understanding of the problems and challenges posed. The research approach used in this research is a case study, which is to gain in-depth knowledge about an event. Usually the selected event (hereinafter referred to as the case) is an actual ongoing event, not something that has passed by (Silverman and Patterson, 2021).

Data collection in case studies can come from various sources, because case studies require extensive data collection to provide a detailed description of the case. The types of data needed are primary data and secondary data. Primary data in the form of words obtained through interviews with informants in this study are as follows:

1. New Student Admission Board (PMB) Public Relations Department of Patonpo University,
2. Patonpo University Public Relations Department employees,
3. As an employee of the Patonpo University Student Affairs Department, I directly observed the research themes.

While secondary data was obtained from the review of documents from relevant authorities (Patongpo University) and other documentary sources such as books, academic journals, articles, and the internet. In researching this case study, the researcher took the following steps:

1. Selection of topics, topics and cases
2. Reading the literature,
3. Formulation of research priorities and problems,
4. Data collection,
5. Data refinement,
6. Data processing,
7. Data analysis,
8. Data analysis process,
9. Theoretical dialog,
10. Triangulation of findings (confirmability),
11. Summary of research results,
12. Research report by (Zozus, 2017).

DISCUSSION

Concept and Theory of Creative Marketing Strategy

According to research shows that there is a positive relationship between strategic management and competitive advantage. The results revealed that strategic management practices enable organizations to be proactive in change and initiate positive change by (Mohamed and Basar, 2023). Then this research is the application of market management strategies produces a greater influence on competitive advantage. Market management strategies affect marketing performance through effective competitive advantage in its role as an intervening variable between market management strategies and marketing performance by (Ichsan, et al, 2022). Another definition of Strategy is a strategic agenda that describes how a company must play to pick up its goals, and at the same time a realizable sketch can be formed in part in the assumption of a sketch that can multiply through a formulation effort (formulation) followed by implementation (implementation). Marketing (marketing) finds a

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social, cultural, political, economic and managerial agenda by (Kumar, 2023). Another definition notes that commerce is a social enterprise in which individuals and institutions succeed in finding what they need and want through the creation, refinement and exchange of copycat commodities and on a vacation, basis add another tribe by (Park, 2020). The concept of trade starch encompasses needs, intentions, inducements, production, utility, ethos and safety, exchange, transactions, and the interplay of markets, trade and markets. Needs and intentions and inducements make up the different plans. Necessity is a perceived lack of certain basic security, while intentionality is a strong interest in an explicit alleviation of deeper needs. While inducement is an explicit desire for a piece of furniture backed by talents and a path to purchase it. The concept of trade popularizes that the articulation to pick up the target of unity is formed based on ensuring the needs and intentions of the target market mimic the expected security more usefully and efficiently than the patchwork of competitors (competitors). This trading concept is based on four pillars, namely the target market, consumer needs, aggregated trade and profitability. Some of the relevant trading plans are used as a guide to other signs (Oentoro,): 1) Find the market intention and fulfill it. 2) Make what can be sold and do not trade what can be made. 3) Love your customers, not your furniture. 4) Do what you believe in. 5) You are the one who decides. 6) Do whatever part within the borders of the talents to connect the capital of consumers who are biologically added ethos, quality and safety by (Kotabe and Helsen, 2022).

Trade strategy (marketing) threshold is basically a comprehensive, unified and solid program in the field of trade that mengikhlaskan instructions on the schedule that will be carried out to achieve the main trade objectives of a company. In other words, trade design is a set of goals or targets, benefits and institutions that put in place a strategy for the company's trading share over time, across generations and in advance of its allocation, especially similar to the company's assumption of part in enjoying the ever-changing sky and joint atmosphere. The sky factors that are analyzed in the preparation of trade design are the market or joint atmosphere, technological circulation, economic atmosphere, government rules and regulations, social etiquette atmosphere and political atmosphere. Each of these elements can bring out the existence of expectations or constraints less furniture trade of a company. Specifically for the inside of the trade mayapada, the elements of the sky or external are elements that cannot be controlled by the company guide. While the internal elements of the inside of the trade mayada are elements that can be controlled by company guidelines in general and trade guidelines in particular, which are formed based on furniture, price, distribution, advertising and service by (Park, 2020).

Creative marketing makes up the essence of the advertising design that is done before trading bodies. Creative marketing makes attitudes towards marketing bodies to customers add attitudes that are digitalized and spread on the internet by (Shiu, 2023). Creative marketing makes similar attitudes or similar designs taken by a person before being able to promote the goods or good that he has. Personal creative means that there are always mutations or new products that are always developed. Thus, customers will not get bored of adding the goods or goodness that we offer. This also alludes to that the innate value or goodness offered upas remember added respect. The existence of creative trading or creative marketing is indeed aimed at training companies to always be centered on the top. In addition, creative trade is also intended so that customers do not seep into other hearts. Thus, the company is prevented from moving upas added respect and the victory of upas granted added perfect. During the step of

the determination period stepping on the break room September - November 2023, also carried out the determination of the creative marketing design of Patompo University part in shaping the calculation of new students. During the supervision of hidden rewards that the rapid development in the environment of specialization of estimation and technology seduce the habit of learning before further intensifying its quality so that it does not raise its hand to add other habits part in shaping the interest of the community. In line with the results show that the creative marketing promotion strategy for health tourism in the EEC region has its own development plan, namely 1) Co-Creation, is sharing ideas to create added value together. This is to develop Brand Identity and improve excellence of health services and health tourism business throughout the system, 2) Image development, in which case health tourism should have uniqueness and differentiation in accordance with the theoretical framework of the marketing mix, 3) Integrated Marketing Communication (IMC), this is to increase enthusiasm and drive the health tourism market by developing integrated marketing communication channels, 4) Development of basic elements to promote the power of sustainable health tourism, including promoting tourism links, management of environmental issues, and improving symbolic media along with the necessary tourist routes to have the same standards, as well as, accelerating the development of infrastructure and facilities by supporting investment in transportation and logistics development, and 5) Encouraging the formation of health tourism cluster-based communities and partnerships with the health care sector, and 6) Encouraging the development of human resources in cooperation with the government, private sector, educational organizations, community organizations, and network partners, and 6) Encourage the formation of health tourism cluster-based communities and partnerships with the health care sector, human resource development through cooperation between the government, private sector, educational organizations, local communities and network partners, 5) Encourage the formation of health tourism cluster-based communities and partnerships with the health care sector, and 6) Develop a framework for security standards to build tourist security confidence by (Lertpatcharapong, et al, 2022).

Implementation of Creative Marketing Strategies for Higher Education in Attracting New Students (Case Study: Public Relations Division of Patompo University)

In planning the form of creative marketing and its implementation, according to the results of interviews and observations made by the interviewees, the Public Relations Division of Patompo University has devoted and practiced the following similar actions:

Higher Education Accreditation:

This finds the first start that will be seen by prospective students or stakeholders; therefore, it is very important for universities to increase the value of BAN-PT accreditation. A very artistic form of branding strategy to be applied, not only an accreditation that can attract students, but also can attract the interest of an agency of government and private institutions to cooperate with each other in it. Why is accreditation worth very good (B) in great demand because prospective new students see it as qualified and influential in finding jobs and the Patompo University campus has been accredited very good (B) 2 study programs. This is what becomes marketing selling value to the community to attract new prospective students.

Campus Publications:

In campus publications, there are many ways that can be done, including with the official website of a Patompo University campus, namely https://unpatompo.ac. id / in which a lot can

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be published, including college profiles, faculties and scholarship study programs as well as all information related to campus and others. Other forms of publication have a very significant impact in sending news and research related to journals or national publication media. A way that can make the campus have a reputation such as digital content media submitted research must be interesting and worthy of discussion at the national and international levels, then the campus is automatically increasingly recognized by many people who have good branding, and is beneficial for the Patompo University campus to progress and develop.

Improving Service Quality Through Information Systems:

In this Industrial Era 5.0, technology is increasingly advanced, very helpful for educational institutions and useful as a campus brand tool in promotion for new students with the latest services. With information systems in improving the quality of services such as academic services, new student admissions (PMB), employee choices, upgrading and training, with a new student / student repayment system and a payroll system that collaborates with a more sophisticated one. Patompo University, which already uses an updated information system, will certainly be more professional in running the academic wheels which can automatically attract new students. Patompo University, which has just changed its name from STKIP Pembangunan, has been able to develop an academic information system (SIAKAD) that is integrated with PDDikti and Emis, in developing this information system it has many benefits, because it can review the lecture process and lecturer assessments to students in making it easier for employees to manage data in valid detail which can automatically be evaluated and can be used as a tool in deciding leadership decisions to advance the quality of Patompo University.

Online and Offline Promotion:

With online and offline online promotions, prospective students / new students are more able to access all information about Patompo University which has many advantages and a wide selection of study program faculties that attract prospective students / students in improving mental, spiritual and academic abilities. In promotional activities, it is very close to the campus information system in providing information to prospective new students, a good strategy in information, the Public Relations section of Patompo University has carried out various methods and methods, namely: a) online media distribution through Whatsapp applications, Instagram, Facebook and other digital media. While the offline media of the Patompo University Public Relations section makes brochure distribution, to SMU / SMK / SLB schools equivalent throughout the province of South Sulawesi making pamphlets, billboards and banners that are distributed in strategic locations.

The Role of Alumni:

Various contributions from Patompo University graduates are very influential on the development of universities directly or indirectly. The alumni are very good branding for campus improvement and as a benchmark in attracting new prospective students by seeing the achievements and success of alumni who are used as a barometer by the community of prospective new students to enter Patompo University. Through the Patompo University alumni forum, alumni are expected to be involved in finding new prospective students in their respective regions of origin.

Different Branding:
Patompo University is different from other campuses in general in South Sulawesi Province, that Patompo University has 3 Faculties and 1 Postgraduate Program, namely the Faculty of Teacher Training and Education consisting of 3 study programs, the Faculty of Economics consisting of 3 study programs, the Faculty of Science and Technology consisting of 3 study programs and 1 postgraduate program with 1 study program, this is an opportunity for prospective students and their future careers in the world of work. Patompo University also has a unique slogan in its branding strategy, namely: "Smart, Humanist and Competitive Education" This uniqueness will stick in the heads of students and will be more attractive to prospective new students.

Providing Scholarships:
Also, the creative marketing strategy carried out by the Public Relations Marketing Division of Patompo University is to provide information on scholarships for prospective new students who are underprivileged and outstanding, this method has a very positive impact on the campus and is also very beneficial for the recipients, so that it can attract the interest of prospective new students. Patompo University in 2023 offers scholarships from various scholarship agencies or institutions, including; Bisdikmisi scholarships, Diktis academic achievement scholarships, BAZNAS scholarships, South Sulawesi Provincial Government scholarships, Makassar City Government scholarships, Campus academic scholarships and Makassar Indonesian Development Foundation (YASPIM) scholarships. In line with the results of this study is that the marketing strategy in this boarding school is promotion. The recommendation for this boarding school is to determine the name of the boarding school and there is no need to change the name if it is not too urgent. Establish a strong policy. Conduct good marketing management, which is planned, systematic and measurable. Prepare a special team to carry out the marketing strategy so that this team will be able to carry it out more optimally by (Bayu Prasetio, et al, 2023).

Supporting and Obstacle Factors in Implementing the Implementation of Creative Marketing Strategies for Higher Education in Attracting New Students (Case Study: Public Relations Division of Patompo University)
Patompo University as a non-profit oriented educational institution in carrying out advertising promotion activities is hampered by budget problems. This is because the budget policy managed by Patompo University is more focused on developing facilities and infrastructure and improving academic quality. Meanwhile, the budget for marketing activities is very minimal, where the budget allocated for this creative marketing program is only Rp. 3,700,000 in the 2022/2023 academic year. With the limited budget for marketing activities, the Public Relations Division of Patompo University must be clever in making creative marketing strategies that are adjusted to the budget allocation. In addition to budget limitations, another inhibiting factor is the limited number of human resources in the marketing division, so that the limited number of human resources requires the Patompo University Public Relations Division to empower all existing components.

While the supporting factors in creative marketing activities carried out by the Public Relations Division of Patompo University are that Patompo University has two proud achievements, including: a). The Faculty of Economics already has one study program accredited with a grade of B (very good), namely the Economics Education study program based on the BAN-PT

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decision and the Faculty of Science and Technology accredited with a grade of B (very good), namely the Biology Education study program based on the BAN-PT decision and There are several Patompo Universities who have a degree (Doctor). Other supporting factors in creative marketing activities at Patompo University are a). Has adequate buildings and facilities, b). Relatively affordable tuition fees, c). Strategic campus location is easy to reach. These supporting factors are always included and raised in creative marketing activities carried out by the Public Relations Division of Patompo University in relation to fostering the passion of prospective new students to enter Patompo University. By implementing this creative marketing strategy, the Public Relations Division of Patompo University with various supporting factors and all obstacles, then in the admission of new students for the 2023/2024 academic year stated that it was quite successful, there was an increase in the number of students entering Patompo University, namely getting 115 students, this increased from the previous year (2022) only getting 95 students and even more sharply increased than the past 5 years which only survived getting students in the range of 50 - 60 students only.

In line with the research results that have been interpreted with relevant previous research, that apparel SMEs in the industrial era 4.0 need a conventional to digital growth strategy. Tokopedia, Shopee, WhatsApp Business, and Instagram show that merchandise distortion has developed. Distortion works with small or independent bands that have fans to create a sales environment. Distortion Merchandise bands support pressure, goods and delivery, as well as buying and selling. On the other hand, Awesam is active in marketplaces and social media, from Tokopedia, Shopee, Lazada, Instagram, Tik Tok, and WhatsApp Business to Awesam's website which is at the top of the list in terms of "poor plain clothes". One account can publish two to five stories a day with interesting material. Consumer privacy hinders digital marketing. Most internet shop owners tag images or make product offers to all clients without the owner's consent. Customers sometimes feel disturbed by the photos sent. The balance between soft skills and technology of HR is another issue that must be addressed by (Amelia Setyawati, et al, 2023).

CONCLUSION

Based on the results of the analysis and discussion regarding the implementation of creative marketing strategies in fostering the interest of prospective new students to enter Patompo University, the following conclusions are obtained: 1). The implementation of creative marketing strategies at Patompo University is very effective and proven to increase the number of students, among the creative marketing strategies that have been carried out are: college accreditation, campus publications, improving service quality through information systems, online and offline promotions, the role of alumni, different branding and scholarships. 2). Supporting factors include: a). Patompo University has two proud achievements b). Has adequate buildings and facilities, c). Tuition fees are relatively affordable, d). Strategic campus location and easy to reach. While the inhibiting factors include: a). Limited operational budget funds to carry out creative marketing activities, b). limited number of human resources in the field of public relations).

RECOMMENDATION

To further improve the results of creative marketing, the Public Relations Division of Patompo University should do the following: 1) There is a need for cooperation with MA / SMA / SMK in Southeast Sulawesi Province, where every year the Public Relations Division of Patompo

University needs to invite MA /MA / SMK /LB representatives throughout Southeast Sulawesi Province so that students can indirectly get to know Patompo University more closely. 2) Adding creative marketing strategies, for example holding student product exhibitions at certain events so that they are better known by the people of South Sulawesi Province, needing to place premium advertisements on social media and also increasing alumni involvement in promoting the Patompo University campus, and 3) Increasing the scholarship quota for underprivileged and outstanding students by expanding the network of cooperation with various donors and scholarship granting institutions / agencies.

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