

SUMMARY

Higher education is the highest educational institution with the aim of educating the nation's children to become leaders in the future. To prepare the nation's children, universities are required to be able to produce quality innovations. Based on the Indonesian Statistics report, the number of tertiary institutions in Indonesia has reached 4,004 which includes universities under the auspices of the DIKTI, universities under the Ministry of Religion and official colleges other than the DIKTI and the Ministry of Religion. Due to the intense business competition in the world of education, IIB Darmajaya private university also needs to implement a strategy that can attract prospective new students to want to continue their education in higher education.

The purpose of this study are to know the problem of the digital marketing strategy of Insitut Informatika dan Bisnis Darmajayaa and to recommend the alternative solution Digital Marketig strategy for Insitutut Informatika dan Bisnis Darmajaya. In carrying social media marketing, we have to put attention to our business branding. It is important to have good first impression so our consumers can remember our business clearly just like what we have been branding all this time. In case of IIB Darmajaya, the branding is Technopreneur Campus. Beside branding itself, the content style and material is also important to attach the attention. Of course we have to corelate it to tour consumers style and etc. Making interaction in the comment section also needed to create more engagement with our consumers. Further research is needed regarding the analysis digital marketing strategy for Institut Informatika dan Bisnis Darmajaya for the future.