

## CHAPTER IV

### RESULTS AND DISCUSSION

#### 4.1 Results

The following are the number of new students who registered and re-registered in 2019 - 2023:

Table 4.1 Number of Prospective New Students at IIB Darmajaya 2019 - 2023

Year	Prospective New Students		
	Registrar	Have re-registered	Percentage
2019	2006	943	-
2020	2054	754	↓8%
2021	1737	803	↑11%
2022	1609	1002	↑13%
2023*	925	786	↓7%

*\*Data for 2023 is temporary data*

*Source: New Student Admissions (PMB) IIB Darmajaya, 2023*

Even though they have been active in carrying out promotions, based on data from the IIB Darmajaya marketing team, the number of prospective new students who have registered is 859 people and prospective new students who have re-registered are 731 people in 2023. There has been a decrease in the number of registrants and re-registers by 7%. This number is much lower than the number of registrations and re-registrations last year.

#### 4.2 Discussion

##### 4.2.1 Branding

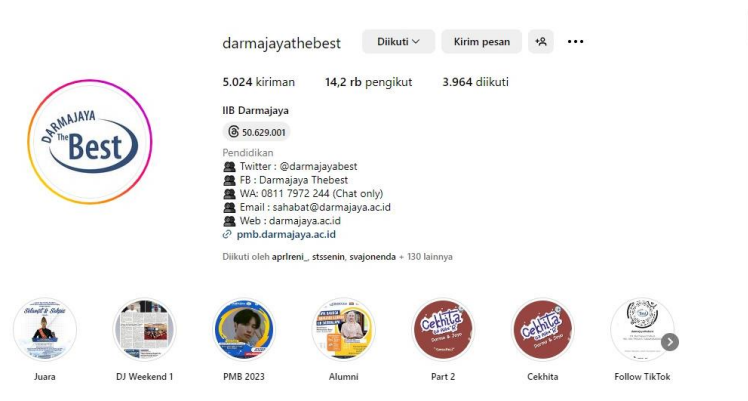
In this modern era, we seek audience attention via the internet, especially social media. On social media, we can promote the products we sell through the business accounts we create. To attract the attention of the audience on social media, you need a profile that is attractive to consumers or what we usually call branding.

In carrying out social media marketing. Consistent and strong branding is needed so that the business can be easily remembered by the target market. Branding is needed because branding is people's first impression of our business. If we don't have strong branding, people will easily forget our business and people will go to businesses with strong branding because that's the business they remember.

IIB Darmajaya is active in promoting their educational services through social media. Attractive branding is needed so that the audience can have a certain perception, in this case IIB Darmajaya has the slogan that they are a Technopreneur campus. However, this cannot be seen from the branding they apply on their social media profiles.

Figure 4.2.1 IIB Darmajaya Social Media Profile





IIB Darmajaya's social media profile, in their bio they only attach their other accounts on other social media platforms without proper branding. So the audience is confused about determining their perception of IIB Darmajaya College, namely the Technopreneur Campus. A proper social media bio profile is needed, IIB Darmajaya can start using the Technopreneur campus slogan and also using their The Best slogan as branding, namely IIB Darmajaya is a campus that creates Technopreneurs and is also The Best Campus in accordance with the meaning of The Best itself, namely Taqwa, Heart, Emphaty, Brilliant, Energetic, Synergy, Trustworthy. Implementation of profile changes for IIB Darmajaya higher education branding can be implemented as shown in the image below.



#### 4.2.2 Posting Regularly

In Social Media Marketing, you promote your product with posting a content in order to attract the attention and make awareness of your product and brand and posting regularly on social media is a must. Posting frequently on Instagram increases your chances of showing up in the Explore feed, being featured on another account, or appearing in the top search results for keywords you commonly use. Posting regularly is also a great way to test out what resonates with your audience.

This is goes the same way with IIB Darmajaya. Based on observation, the Instagram marketing of IIB Darmajaya is quite good for posting regularly but now for Tiktok and Youtube. Based on interview with Digital Marketing staff at Institut Informatika dan Bisnis Darmajaya, IIB Darmajaya still havenot posting regularly in the platforms Tiktok, and Youtube. And also they still not following the

right timing to posting. Due to this, the engagement, like, comment and etc is low. It is better to IIB Darmajaya to have content calendar per month to organize the content and to upload regularly. Here is the example of content calendar.

Figure 4.2.2 Content Calendar Example

SEMRUSH					
PUBLISH DATE	DUE DATE	OWNER	STATUS	TITLE or TOPIC	TYPE
				<a href="#">Find new topics with Semrush</a>	<a href="#">Types of content formats</a>
3/9/2023	3/5/2023	Ana Camarena	Done	What is a Content Calendar (+Free Template)	Blog post
3/21/2023	3/16/2023	John Doe	Approval pending	Different Types of Content Calendars	Social post
4/24/2023	4/19/2023	Mary Shelley	In progress	Marketing Leaders: Staying Organized	Podcast
5/1/2023	4/26/2023	Jane Austen	Stuck	The Complete Guide to Building a Content Calendar	Ebook
5/8/2023	5/2/2023	Ana Camarena	In progress	Tutorial: How to Setup Your Content Calendar in Notion	Video
5/15/2023	5/9/2023	John Doe	In progress	How to Build Your Content Calendar in Google Sheets	Blog post
5/22/2023	5/16/2023	Mary Shelley	Waiting	Poll: What Do You Use to Build Your Content Calendar?	Social post
5/29/2023	5/23/2023	Jane Austen	Waiting	How to Build a Content Calendar for Your Next Campaign	Blog post

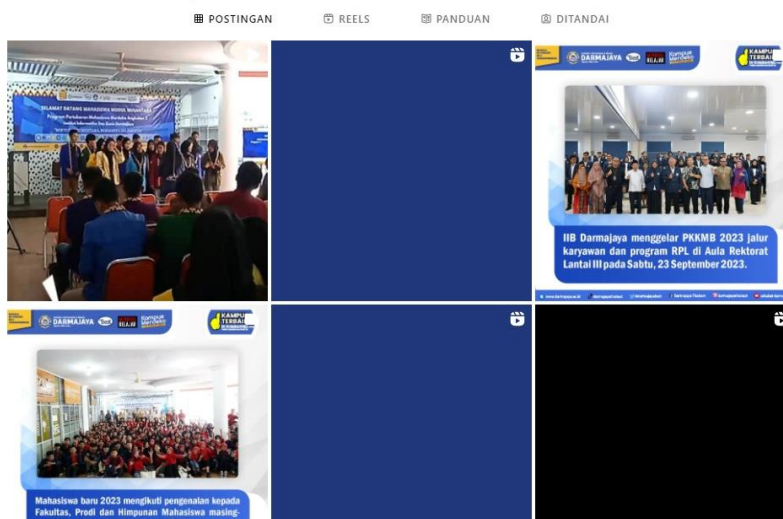
### 4.2.3 Aesthetic of Content

Marketing implementation on social media has become widely used in this era. Business people use digital marketing to promote the products they sell by posting content related to their products which are packaged as creatively as possible.

In promoting products through content, several appropriate strategies are needed. One of them is creating content with good aesthetics. Content with good aesthetics is needed to attract the attention of the audience so they want to read the information we present through photos, videos or captions on social media itself. If the content we present is not aesthetic, the audience tends not to want to continue their journey to get information on our social media accounts even though the information we provide is important.

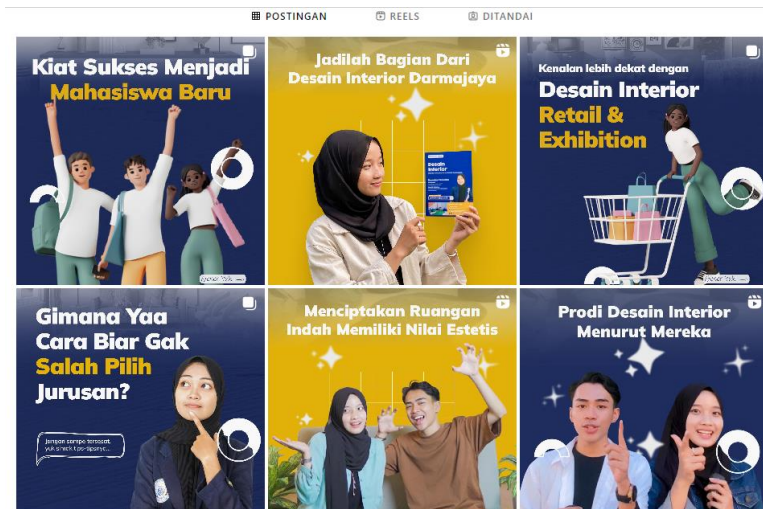
This also applies to IIB Darmajaya. The aesthetic content provided must reflect the branding of IIB Darmajaya and be attractive to the audience. Unfortunately this has not been implemented by the IIB Darmajaya social media account. The cover content presented still tends to be random and does not represent the content itself.

Figure 4.2.3 IIB Darmajaya Content



IIB Darmajaya can improve this by starting to create covers of content that represent the contents of the content. Of course, to be aesthetic, a consistent color choice is needed. In this case I recommend the colors blue, white and yellow according to the IIB Darmajaya logo. An example of appropriate aesthetic content can be reflected in the figure below.

Figure 4.2.3 Arranged Content



#### 4.2.4 Follow the Trend

Trends represent what's popular on different social media channels at a certain point in time. Social media trends refer to the constantly changing behaviors and topics that are popular on social media. In other words, trends are ephemeral content types that capture the attention of a wide audience and can quickly spread across all major social media platforms. They come in many forms, including discussion topics, memes, short-form videos, and challenges.

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However, currently, the content information presented by IIB Darmajaya does not yet follow current trends. The content currently presented by IIB Darmajaya is still about daily activities carried out at IIB Darmajaya such as PKKMB, student and lecturer training, student and lecturer achievements, and promotions related to new student admissions.

Figure 4.2.4 IIB Darmajaya Instagram Content



IIB Darmajaya is expected to be able to create content that is up to date with trends. For example the trend is about the data leak of Indonesian citizens. IIB Darmajaya can create content about data leaks and also correlate it to the cyber security knowledge that exists in their Informatics Engineering major. This kind of content will attract a lot of audiences because the characteristic of Indonesian is Fear of Missing Out (FOMO), so they will click on the content and also interact there.