

## ABSTRACT

### THE INFLUENCE OF INFLURCER AND CONTENT MARKETING ON STUDENTS' INTEREST IN REGISTERING AT DARMAJAYA INFORMATICS AND BUSINESS INSTITUTE

By:

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Interest in registering at the Darmajaya Institute of Informatics and Business (IIB Darmajaya) is increasingly competitive with state universities from year to year because more and more entry routes are being opened by state universities. To overcome this competition, IIB Darmajaya uses strategies through influence and content marketing. The aim of carrying out this research is to determine the influence of influencers and content marketing on students' interest in registering at IIB Darmajaya using quantitative research. The data collection method used in this research is field research. The population chosen in this research was the entire number of students for the 2023/2024 academic year in Bandar Lampung, totaling 216,347 students. In determining the research sample, a non-probability sampling method was used using a purposive sampling technique where sampling was based on certain criteria that had been determined by the researcher. The results of this research are that the influencer and content marketing variables influence interest in registering at IIB Darmajaya. In selecting influencers and content marketers, you must have the ability to present or excel at IIB Darmajaya and choose influencers with an educational background in information. Apart from that, he suggested to IIB Darmajaya that in creating content marketing, they must provide important information so that prospective new students can get clear information.

**Keywords: Influencer And Content Marketing Against Interests Register**