

CHAPTER 1

1. INTRODUCTION.

As of the 21st century the company or business with the best marketing strategy wins the market and due to increased competition in education sectors Darmajaya has devoted it's at most efforts to empowering its marketing department so as to have a competitive advantage over the others.

And as of 2019 since the covid-19 pandemic hit the ground or face to face marketing came to be less effective or inactive due to most people not being able to access their target market thus some or almost every business has resorted to digital marketing

The digital marketing concept has also encouraged online registration and payment of tuition fees and the E-world is the only way to go for the new world order.

THE INTERNSHIP PROGRAM.

Internship is where by a student works in an organization or field where he/she specialized in his/her study to put the theoretic skills to practice and gain experience for his/her qualification.

- ❖ Benefits for internship program.
- ❖ Student.
 - Helps to gain experience and additional knowledge.
 - Helps students to put their classroom skills to practice.
 - Helps students to improve their ability to analyze and solve problems.

University:

- This program helps lectures to put students to an exclusive test of what they have been learning.
- It also helps to create a good image to the public.
 - ❖ Purpose for the internship program

To develop and equip students with knowledge gained through providing work experience which helps to increase experience and knowledge about the real world of work.

1.2 BACKGROUND



IIB DARMAJAYA is a private university located along Jl. ZA. Pagar Alam No.93, Gedong Meneng, Kec. Rajabasa, Kota Bandar Lampung, Lampung 35141 in Sumatra island Indonesia. Darmajaya was founded on *5th June 1997* by ALFIAN HUSIN.



- i. Leadership protocol

The current rector of Darmajaya is Dr. Ir. FIRMANSYAH Y ALFIAN



Vice chancellor for academic and research *DR. RZ. ABDUL AZIZ, ST, MT*



Vice chancellor for resources, finance, and logistics Assets ***RONNY NAZAR, SE, MM***



Vice chancellor for students' affairs and business development;
MUPRIHAN THAIB, S. SOS, MM



Darmajaya welcomes all kinds and types of students from different parts of the world and different religions are eligible to admission {Catholics, Islam, and all the others}

1.3 scope

Internship is one of the ways by which students put their class acquired knowledge to practice in their areas or fields of specialization so as to get experience. This describes how different marketing departments use their different marketing skills and strategies to archive the business goals.

1.4 Benefits and Objectives

1.4.1 Objectives

To put students to test and see if their classroom knowledge was full digested and are able to be put to use.

1.4.2 Benefits

It helps to equip students with experience in the fields they specialized in

It also helps to evaluate lecturers' impact on the students by measuring how much they have put the theoretic knowledge to practice.

1.5 Time and Place of Operation

This internship program was carried out at the marketing department of informatics and business institute Darmajaya in bandar Lampung Sumatra Indonesia which is located along Jl. ZA. Pagar Alam No.93, Gedong Meneng, Kec. Rajabasa.

CHAPTER 2

UNIVERSITY OVERVIEW

2.1 History

Informatics and business institute Darmajaya was founded on the 5th of June in 1997 by Aman named ALFIAN HUSIN due to his need to implement a creative and adaptive learning toward the advanced technologies and business.

2.2 Vision and Mission.

Vision: To be the excellent technology and research-based learning higher institution mission:

1. To implement a creative and adaptive learning toward the advantage of technology and business
2. To develop an innovative and relevant research and community service with the need of stakeholders
3. To create a conducive learning and research environment.
4. To implement a qualified and a countable higher education management.
5. To yield graduates who have technopreneurship-based competence in their field.

2.3 (Pmb) marketing department Darmajaya.

The university of informatics' and business Darmajaya formulated their marketing department and gave it the following roles.

- To advertise or preach the good news about the institution to their target market.
- To create a good image for the university and a strong bound between the university and the public/community.
- To register and orient new students
- Inviting foreign lecturers

(PMB) international duties.

- Head hunting of mobility exchange universities.
- Inviting of foreign lectures.
- Enrolling international students.
- Admitting exchange students.

2.4 (PMB) Darmajaya Problem analysis

2.4.1 Problem statement.

The problem finding for the informatics and business institute is that there has emerged a big number of universities and other kinds of institution on the global scale thus there is need to fight competition and still provide high quality education.

2.4.2 problem formulation.

According the problem stated above in (2.4.1) pmb has devoted to digital marketing and mobility student exchange also international class.

CHAPTER 3

LITTERATEUR REVIEW

University Problem analysis

3.1 Problem Findings

The biggest problems faced by IIB Darmajaya university right now are;

- competition which has led to increasing the advertising budget thus reduction of profits.
- The increased number of students being enrolled to the university has also become a problem in a way that the campus complexes can't handle these big numbers

3.2 Problem Formulation

Due to the major problems outlined above this is how informatics and business Darmajaya has resorted to solving them.

- Through online registration and online classes to control the heavy traffic.
- By providing quality education at a relatively affordable fees to the local people.

3.3 Swot Analysis

in the swot analysis we analysis and see the strength, weakness, opportunities, and threats of Darmajaya.

➤ Strength

The geographical location.

Darmajaya is located in perfect place where by its just less than 3kms from the city and around 30km from the airport which has eased the transportation of students to and from the university due to good roads surrounding the location.

Darmajaya is the only university with international class being totally or fully taught in English language which has helped it to out compete the others.



2019

CLASS

Program for foreign students and local students who would wish to join the international students and the program is taught in English. And it has the mobility student program whereby it sends its students to other universities outside Indonesia and it receives theirs too in a program called STUDENT EXCHANGE

As any-other business or organization operates to expand its image and awareness through marketing, so does IIB Darmajaya. As Darmajaya is in the race of being the best university in Indonesia it has to have a strong marketing department which will spread the good news that's happening in Darmajaya to the outside community to build a big brand and connection with the outside community and attract more students from various parts of Indonesia and outside countries.

This marketing department does its marketing in both ways like digital marketing and ground marketing, over the years of the universities existence with this department it has shown so much improvement and progress towards the growth and development of the Darmajaya university.

➤ Weakness.

There is a big number of students who have enrolled to the university but the size of the university premises is still small to accommodate the big numbers thus causing too much traffic in and around the campus premises.

➤ Opportunities.

Some of the opportunities that Darmajaya has is that it has a good relation with the community and this attracts so many students to it.

Darmajaya has developed a good relation with foreign universities which send their students for mobility student exchange thus a big opportunity to it.

➤ Threats.

There are several universities and other institutions that have been founded which has raised the competition amongst the institutions.

The cost of living is increasing which means there will be demand for salary increasement by both teaching and non-teaching staff which means the universities gross profits may or will decrees thus a big threat to losing their experienced staff to other universities which may offer big checks.

CHAPTER 4

4.1 Problem solving and discussions

4.1.1 Problem solving.

Due to the above problems and problem analysis the Darmajaya administration put in place the marketing department commonly known as (pmb) and gave it rolls that in their so doing or implementing their rolls they will be solving the problems

Marketing department and its purpose.

Marketing department is apart or department of an organization that drives the promotion engine of a business and is responsible for increasing brand awareness overall thus attracting customers to the company's products or services.

Rolls of the marketing department

- Defining and managing the brand.

The organization's brand is one of the best things to keep positive especially in the competitive world of business. For instance, Darmajaya has created its brand as the best campus in bandar Lampung whereby it's the only campus with international class and foreign students studying fulltime at the university.

- Advertising.

The marketing department is responsible for advertising its existing and new projects to their customers. The Darmajaya marketing department through its digital channels and head to head interactions it has made the people aware of what it has to offer for students which is advertising through visiting high-schools and communities and also creating content for the media platforms.

- Creating a positive relation with the customers

Creating a good relation with customers is one of the hard things to manage in the business thou Darmajaya has made it look simple by being able to unite with its students and communities surrounding through ways like organizing futsal games for high-schools and building a mosque

which is open to the outside community too thus the community feeling so attached to the university and thus Darmajaya archiving its marketing strategies.

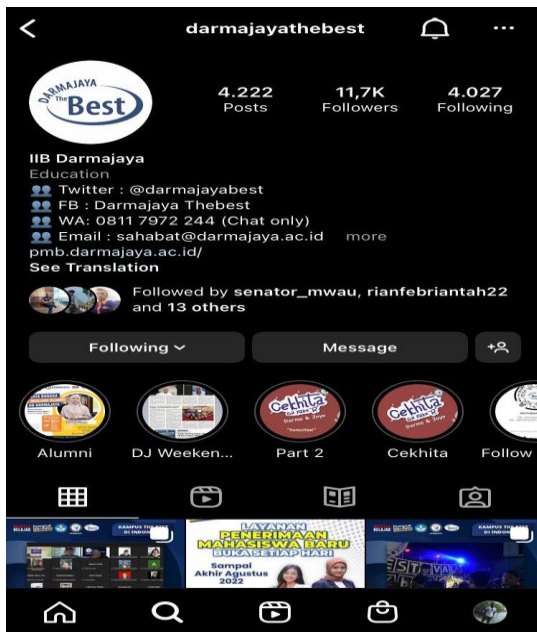
4.2 Strategies/ techniques used by marketing department.

- **DIGITAL MARKETING.**

Digital marketing is also known as online marketing which refers to advertising online channels {internet}

This kind of marketing can be done through online platforms such as Facebook, Instagram, twitter and titoki

Darmajaya has went ahead to join these social media platforms so as they can entrench and reach out to their target audience which is the youth by initials of *@darmajayathebest* across all their platforms



- End to end advertising.

Is a type of marketing which has been chosen by the Darmajaya marketing team where by the team goes to high schools and other communities with youth and spread the good gospel of Darmajaya which has brought a big and positive influence towards the increased numbers of students registering to be part of the university?



The ground marketing team of the way to Krui to visit high schools in Krui and spread to good news about the university in 2020 the team was led MR. Adi and Mr. Amraysha for a 1week road show.

- Scholarships.

Through the Darmajaya administration the marketing department came up with an idea of offering scholarships to foreign students which builds the brand image of the university and attracts more foreign and local students since they developed trust in the university.

In the last past 5yrs Darmajaya has had over 10 full time international foreign students and thousands of mobility students and it's all efforts of the marketing department together with international office by the help of the finance Department and the Rector.

- Tuition Fee Discounting.

Darmajaya marketing department formulated a marketing strategy where by students who were quick to register for any program would get their tuition fee discounted to a certain extent/level as shown below from the file extracted from Darmajaya data base with permission from the authorized personnel.

2022 SEPTEMBER INTAKE DISCOUNT FORMAT LAYOUT

INFORMATICS AND BUSINESS INSTITUTION DARMAJAYA

1. First Program is "De Je's Anniversary Gift

The program is started on 1st June until 1st July, for term and condition to get this program is the new student should pay tuition fee start from 01 June on the last pay is 10 July. The new student will get discounted tuition fees for 6 semesters. Every semester tuition fee will be deducted by 2 million. The program is only for 100 new students.

BE SOLD, BE VIBRANT, BE A TECHNOPRENEUR

Institut Informatika & Bisnis **DARMAJAYA** Best MERDEKA BELAJAR Kompleks Merdeka

DIES NATALIS DARMAJAYA 25

Tinggal 2 Hari Lagi.. !!

DAPATKAN KADO HUT De Je Rp 12 Juta*

Bagi 100 Pendaftar
*Syarat dan Ketentuan Berlaku

Daftar Online pmb.darmajaya.ac.id

Informasi :
Admin 0811 7972 244 Aam 0823 0609 7566
Adi 0822 8252 0003 Agus R. 0812 7456 0738

www.darmajaya.ac.id @darmajaya @darmajaya @darmajaya @darmajaya @sahabatdarmajaya

2. Second Program is "KADO MERDEKA 77"

The program is start in 05 August until 21 August, and for the term and condition for the new student should pay tuition fee for semester 1 start from 05 August until 21 August. The new student will get discount for tuition fee and the total for discount is 7.7 Million.



BE BOLA
BE VOLEVOL
BE A
KORPORATIF

DARMAJAYA

Best

BEJARAN BELAJAR

Kampus Merdeka

KADO MERDEKA 77

Darmajaya untuk Negeri

Rp 7,7 Juta

Selama 3 Semester

Untuk 77

Calon Mahasiswa

TINGGAL 3 HARI LAGI

Berlaku 05 Agustus s.d. 21 Agustus 2022

Daftar Online

pmb.darmajaya.ac.id

Informasi :

Admin 0811 7972 244
Adi 0822 5252 0003
Aam 0823 0609 7566
Agus R. 0812 7456 0738

www.darmajaya.ac.id | @darmajaya | idarmajaya | Darmajaya The Best | darmajayabest | utbk.darmajaya

3. The third program is "UTBK Pathway Scholarship"

The program is start in 22 July until 05 August, and for the term and condition the new student

- ✓ UTBK Score 480 Cash Back IDR 2,000,000, - 1 semester
- ✓ UTBK score 480 free credits for 2 semesters
- ✓ UTBK score 520 free credits for 4 semesters



Untuk Semua Prodi

PENERIMAAN MAHASISWA BARU 2022-2023

Gunakan Nilai UTBK-mu

Dapatkan Bebas Biaya SKS*

*Syarat dan Ketentuan Berlaku

Daftar Online :

pmb.darmajaya.ac.id

KUOTA TERBATAS

Berlaku s.d. 05 Agustus 2022

4. The fourth program is "Village Appreciation Program"

The program is start in 01 Mei until 31 August, and for the term and condition for the new student they should have recommendations from village head to get the scholarship. And the total discount for tuition fee is 20 Million.



- **Affordable fees structures and installment payments**

Due to many institutions and universities being created or built every single year Darmajaya has kept its tuition structure at an affordable scale and has also allowed installment payments which has enabled and attracted low earning parents to bringing their children to Darmajaya.

This strategy of keeping the tuition costs lower than those of the competitors has become a competitive advantage since most people who think of taking their kids to school put Darmajaya into first considerations cause of its low and affordable costs but still with high quality education thus giving better at low costs which is the answer of all parents across the world to get good or quality education for their children at lower costs thus a better life style.

- **Online registration.**

Due to the increased number of demand there has come the long lines at the campus for students during registration lines most students who weren't strong enough to wait for the long queues or from fur places would end up being not registered in time thus some joining other universities in fear of late registration fees, but Darmajaya came up with the best solution where by it opened

up registration sites online and it has helped to speed up the registration and has tremendously increased the number of students being registered per intake.

4.3 Discussions.

Informatics and business institute Darmajaya began adopting to online means of registration and teaching to some students in order to control or avoid certain problems, its has ended up benefiting them more than they anticipated.

With a well analyzed SWOT above Darmajaya can control or overcome its threats and seize opportunities by forcing on internal forces before dealing with competitors.

The swot will help to disclose the various advantages of Darmajaya which include the following.

Invitation of foreign lectures will automatically improve the quality of services (education) thus attracting big offers from the government since it's a trust entity by the public and government due to its quality standards.

Due offering online classes, registration, and payments it will attract many students who aren't interested in classroom studying and others who live in fur places even those outside countries.

Mobility students exchange will help to build a good reputation for the university and will keep its brand image and relationship with the public so good.

CHAPTER 5

Conclusion and suggestions.

Living all other factors constant I strongly believe and agree that marketing departments are one of the most essential departments of any business for it to develop and grow wider; thus the marketing department at IIB Darmajaya has a significant role to play and luckily enough it has achieved its purpose which has led to the massive growth and development of Darmajaya

5.1 Conclusion.

since the strength weakness opportunities and threats have been fully analyzed then decision making should be based on them and also help to give that broad picture of how internal and external factors collectively affect the system in place

5.2 Suggestions.

Due to the increasing demand for services provided by this university it should consider enlarging the campus structures and parking spaces to control or avoid overcrowding by students in the classrooms and congestion of traffic in and out the campus premises during rush hours.

- The marketing department especially the digital marketing should emphasize and engage in using almost every international language to attract people who love and use that language rather than only focusing on Bahasa Indonesia and English cause some people out their many be in need of the services but due to the language they would end up considering other options.
- There should be a constant invitation of foreign lectures and mobility students so that the local students who don't have chance to travel abroad for mobility student exchange can also have a feeling of outside world by interacting with this foreign lectures and students thus attracting more students to join this university. Hence positive marketing points for the marketing department.

