

## ABSTRACT

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***MARKETING COMMUNICATION STRATEGY IN INCREASING NEW STUDENT REGISTRATION (CASE STUDY AT GUNADARMA UNIVERSITY)***

*Keywords: Marketing Communication Strategy, New Student Registration, Gunadarma University, Case Study, Social Media.*

*(xii + 68 + Appendices)*

*Education in Indonesia is currently significantly influenced by government policy, covering various levels of education from Elementary School to College. In this context, education is seen as an important investment for the future. Especially at the College level, both public and private, the decision to continue studying is often a determining factor in long-term career planning. This study aims to analyze the marketing communication strategy implemented by Gunadarma University in an effort to increase new student registration. This study uses a qualitative approach with a case study method, where data is collected through in-depth interviews with marketing staff and prospective new students. The results of the study indicate that Gunadarma University utilizes social media, direct promotions, and online registration facilities as part of an effective marketing communication strategy. Targeted promotions and transparency of information related to tuition fees also play a significant role in attracting prospective students. However, this study also found challenges in combining online and offline communications to achieve optimal registration targets. In conclusion, an integrated and adaptive marketing communication strategy is the key to success in increasing new student registration at Gunadarma University.*

*Bibliography: 2007-2023*