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Dear

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Congratulations! JSA Editor is pleased to announce that your **Marketing Management : Education Business Strategi Marketing Universitas Swasta Studi Kasus Universitas Kristen Satya Wacana** has **been accepted** for publication in JSA (Jurnal Syntax Admiration) National and International Standard Journals Volume 5, No. 10 October 2024. Final full paper (article) should be in MS Word Your cooperation of completing is appreciated highly.

Best Regards,
Chief Editor



Abdurokhim, M.M
Scopus ID 57222273772

Marketing Management : Education Business
Strategi Marketing Universitas Swasta
Studi Kasus Universitas Kristen Satya Wacana

Abstrak

Salah satu hal yang sangat penting dalam kehidupan ialah pendidikan. Pendidikan memiliki arti penting untuk memajukan negara, oleh sebab itu telah banyak berdiri berbagai macam instansi pendidikan yang ada di Indonesia. Perguruan tinggi di Indonesia semakin berkembang pesat dan bertambah banyak jumlahnya. Khususnya universitas, dalam dunia pendidikan berlomba-lomba mengeluarkan lulusan yang berdaya cipta dan menjadi manusia yang siap berkompetisi di dalam dunia pekerjaan. Oleh sebab itu, setiap universitas berlomba-lomba menjual keunggulan mereka kepada masyarakat, karena apabila informasi mengenai universitas itu tidak tersampaikan, maka minat masyarakat dalam memilih universitas tersebut menjadi kurang, akibat minim tidak tersedianya informasi. Begitupun juga dengan Universitas Kristen Satya Wacana, Salatiga, yang selalu berusaha memberikan yang terbaik bagi calon mahasiswa. Akan tetapi, sebelum menyampaikan informasi dalam kegiatan promosi, instansi perlu mengetahui apa saja SWOT (Strength, Weakness, Opportunity, and Threat). Sehingga penelitian ini dilatarbelakangi keingintahuan peneliti apakah kegiatan promosi UKSW sudah sesuai dengan SWOT yang dimiliki Universitas. Dari hasil interview antara peneliti dengan Biro Promosi Humas dan Alumni, diperoleh bahwa dalam melakukan kegiatan promosi, tim terkait harus mengetahui SWOT yang dimiliki sehingga bisa melihat apa saja yang menjadi kekuatan dan peluang, serta bisa mengatasi kelemahan dan ancaman yang dimiliki. Kegiatan Promosi yang dilakukan UKSW diantaranya Advertising, Public Relation dan Publicity, Sales Promotion dan Personal Selling. Kegiatan promosi yang dilakukan juga sudah sesuai dengan SWOT (Strength, Weakness, Opportunity, and Threat) yang dimiliki.

Kata Kunci : SWOT, Universitas, Bauran Promosi

**Marketing Management: Education Business
Marketing Strategy of a Private University
Case Study of Satya Wacana Christian University**

Abstract

One of the most important things in life is education. Education has an important meaning to advance the country, therefore there have been many various kinds of educational institutions in Indonesia. Universities in Indonesia are growing rapidly and increasing in number. In particular, universities, in the world of education, are competing to produce graduates who are creative and become human beings who are ready to compete in the world of work. . Therefore, every university is competing to sell their advantages to the public, because if information about the university is not conveyed, then the public's interest in choosing the university will be less, due to the lack of information available. Likewise with Satya Wacana Christian University, Salatiga, which always tries to provide the best for prospective students. However, before submitting information in promotional activities, agencies need to know what SWOT (Strength, Weakness, Opportunity, and Threat) is. So that this research was motivated by the researcher's curiosity whether the SWCU promotional activities were in accordance with the SWOT owned by the University. From the results of interviews between researchers and the Public Relations and Alumni Promotion Bureau, it was found that in carrying out promotional activities, the relevant team must know their SWOT so they can see what are their strengths and opportunities, and can overcome their weaknesses and threats. Promotional activities carried out by SWCU include Advertising, Public Relations and Publicity, Sales Promotion and Personal Selling. The promotional activities carried out are also in accordance with the SWOT (Strength, Weakness, Opportunity, and Threat) owned.

Key word : *SWOT, University, Promotional Mix*