

MODEL *DIGITAL MARKETING COMMUNICATION*
UNTUK PROMOSI PENERIMAAN MAHASISWA BARU
(Studi Kasus Pada Universitas Respati Yogyakarta)

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Abstrak

Persaingan antar perguruan tinggi swasta dalam memperoleh mahasiswa baru semakin ketat, khususnya di Daerah Istimewa Yogyakarta. Kondisi tersebut menuntut perguruan tinggi untuk menerapkan strategi promosi yang efektif dan relevan dengan karakteristik calon mahasiswa, yaitu generasi Z. Tujuan penelitian ini menganalisis serta merumuskan *Model Digital Marketing Communication* pada promosi penerimaan mahasiswa baru di Universitas Respati Yogyakarta (UNRIYO). Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Pengumpulan data dilakukan melalui wawancara mendalam dan dokumentasi dengan informan yang berasal dari unit layanan Marketing dan Admisi UNRIYO. Analisis data dilakukan secara interaktif melalui proses reduksi data, penyajian data, dan penarikan kesimpulan, serta diuji melalui teknik triangulasi. Hasil penelitian menunjukkan bahwa praktik *Digital Marketing* di UNRIYO belum sepenuhnya optimal, terutama dalam pemanfaatan media sosial, konten pemasaran, dan *influencer marketing*. Penelitian ini menemukan bahwa penerapan *RACE Marketing Model (Reach, Act, Convert, Engage)*, yang dikombinasikan dengan strategi *content advertising* dan *influencer marketing*, membentuk model *Digital Marketing Communication* yang lebih terstruktur, relevan, dan berorientasi pada keterlibatan audiens serta dapat diterapkan secara *sustainable*. Model meningkatkan *brand awareness*, *engagement*, serta potensi konversi calon mahasiswa baru. Temuan penelitian ini diharapkan dapat menjadi acuan strategis bagi UNRIYO dan perguruan tinggi swasta lainnya dalam mengembangkan promosi penerimaan mahasiswa baru berbasis digital secara berkelanjutan. **Kata kunci:** Komunikasi Pemasaran digital, model *digital marketing communication*, penerimaan mahasiswa baru, media sosial, influencer marketing.

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Abstract

The competition among private universities in attracting new students has become increasingly intense, particularly in the Special Region of Yogyakarta. This condition requires higher education institutions to implement promotional strategies that are effective and aligned with the characteristics of prospective students, namely Generation Z. The purposes of this study analyses and formulates a Digital Marketing Communication Model for new student admissions promotion at Universitas Respati Yogyakarta (UNRIYO). The research employs a qualitative approach using a case study method. Data were collected through in-depth interviews and documentation involving informants from the Marketing and Admissions unit of UNRIYO. Data analysis was conducted interactively through data reduction, data display, and conclusion drawing, and was validated using triangulation techniques. The results indicate that digital marketing practices at UNRIYO have not yet been fully optimized, particularly in the utilization of social media, marketing content, and influencer marketing. This study finds that the implementation of the RACE Marketing Model (Reach, Act, Convert, Engage), combined with content advertising and influencer marketing strategies, forms a more structured, relevant, and audience engagement-oriented Digital Marketing Communication model that can be applied sustainably. The model enhances brand awareness, engagement, and the potential conversion of prospective new students. The findings of this study are expected to serve as a strategic reference for UNRIYO and other private universities in developing sustainable digital-based promotion strategies for new student admissions.

Keywords: *digital marketing communication, model digital marketing communication, new student admission, social media, influencer marketing.*