Analysis of Digital Marketing Usage as Promotion Strategy of IT University in Bali

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ABSTRACT

This research aimed to analyze the benefit of digital marketing as the marketing strategy of private IT universities in Bali and analyze the consumer assessment towards the digital marketing strategy that has been done by the private IT universities in Bali. Taking 100 respondents from the freshmen of six private IT universities in Bali, it gained result that the digital marketing usage by the private IT universities in Bali were done by using these following tools: search engine marketing, social marketing, and website with the most frequent digital marketing usage are from Instagram. From another result, it is stated that the digital marketing usage as a marketing strategy by the private IT universities is effective on impact freshmen on choosing the universities that suitable with their needs and interests.

Keywords: Consumer assessment, Digital marketing, Marketing strategy.

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1. INTRODUCTION

Technology and information growth is moving rapidly nowadays and it impact the industrials and business events, especially the sector that using the advantages of technology growth in running their business. One of the marketing strategy on promotion that trended nowadays is digital marketing. Chaffey, et al. (2006) defined internet or digital marketing as "Achieving marketing objectives through applying digital technologies." It means that related application from internet and digital technology to aim the marketing target, those technologies could be formed as internet, satellite, hardware, software that needed for the digital marketing necessities.

On the other side, it mentioned that the supplier or consumer behavior change become one of the changing booster on marketing strategy fields that conducted by the company (Tjahjono, dkk., 2013). Specially on this digital era, the change in promotion strategy in Indonesia through digital marketing becomes the main choice by many sectors, including in education sector. This condition is supported by the data that stated more than 50% or about 143 million people are connected to the internet during 2017, that is stated in the newest report of Association of Indonesia Internet Provider (APJII).

The education service sector, is included on the business that need the role of digital marketing on promoting their organizations. According to the previous study that has been done by the researcher, it is known that information source that used by the prospective new students/freshmen to acquire the information related with universities is through online media on highest percentage (80,25%), following by the socialization of information in school (53%), and family (35%). This shows that to acquire information related with universities, most of the prospective new students uses the promotion media from the internet. So it can be said that the information source from internet is more effective to use as the media marketing than other promotion medias (Hermawan, 2017).

1.1. Statement Problem

This research is a continuation from the previous research that stated most of the prospective students from Bali uses media promotion from the online media/internet to find the information about universities. Based on the research background above, so it is needed to conduct research to acquire the in-depth description about the digital marketing usage as the promotion strategy of IT universities in Bali, with these following statement of the problems:

a. How far is the digital marketing usage that conducted by the private IT universities in Bali as the marketing strategy?
b. How is the consumer assessment towards the digital marketing strategy that conducted by the private IT universities in Bali?

1.2. Digital Marketing As Promotion Tools

Marketing is a social process, within that process individual and group get what they need and want with creating, offering, and exchanging valuable products and services freely with other party. For the managerial definition, marketing is often portrayed as the art of selling products (Kotler & Keller, 2012). Based on Fandy Tjiptono (2008), the dimension of marketing are as follows:

1. Product

The intensity of competition in market force company to have high product adaptation to be the best and becomes competitive, because the product adaptation can expand the local market basic and it is being upgraded for certain local preference. The product superiority factor is included in the main consideration before buying the product. Product's competitive superiority is one of determining factor of a new product success, where the success of its product is measured with the amount of product selling parameter.

2. Price

Definition of price is amount of money (plus some products) that needed to get the combination from products and its services. From the definition above it is known that the price that being paid by the buyer is including the service that is given by the seller.

3. Place

Location or place are often contributing in deciding the company's luck, because the location is very related with the market potential of a company. Flexibility of a location is a measure on how far a company could react towards the economy situation change.

4. Promotion

Promotion is one of the marketing communication type, a marketing activity that tried to spread the information, impacting/persuading and/or increasing the market target of a company and its product so that it could accept, buy and be loyal to the products that offered by the related company. One of a tool on promotion activity that become the reference nowadays is by internet media that called digital marketing.

Definition of digital marketing by American Marketing Association (AMA) are activity, institution, and process that facilitated by the digital technology on creating, communicating, and delivering the messages to the consumer and other related party (Kannan &Hongshuang, 2016).

Wardhana (2015) found that digital marketing strategy is effecting until 78% towards the competitiveness of company on marketing their products. These strategies are including: 1) the availability of product information and guide; 2) the availability of pictures like photo or product illustration; 3) video's availability that able to visualizing the product of showing the supporting presentation; 4) the availability of documents attachment that contains information on various formats; 5) the availability of online communication with the businessman; 6) the availability of transaction tools and payment media variation; 7) the availability of consumer help and service; 8) the availability of online opinion supports; 9) the availability of testimonial display; 10) the availability of visitors' note; 11) the availability of special offers; 12) the availability of newest information by SMS-blog; 13) the easiness on searching the products.

Zhu and Chen (2015) divided the social media into two groups based on the basic traits of connection and interaction:

1. Profile-based, is a social media based on profile that focused on the individual member. This social media group is pushing the connection that happens because the individual is attracted to its media social user (e.g. Facebook, Twitter, WhatsApp).

2. Content-based, is a social media that focus on content, discussion, and comment towards the displayed content. The main aim is to connect the individual to certain content that is already prepared by certain profile because these individuals like it (e.g. Youtube, Instagram, Pinterest). Social media is already open the door for the business agent to communicate with million people about their products and already create new market chance.

Salya (2010), is stating some tools that can be use on internet/digital marketing as follows:

1. Website, creating the company or organization website that aim to give important and interesting information to the consumer.

2. Search Engine Marketing, the usage of business directory to filter visitor cooperating with search engine like Google and Yahoo.

3. Web Banner, making interesting advertising flag or box in a company or organization website.

4. Social Networking, entering to certain free social forum (social media) that discuss about up to date topics like Wordpress, Facebook and Twitter.

5. Email Marketing, spreading the promotion message directly to the target's email. By using this mailing list strategy or using database email from ECRM (Electronic Customer Relationship Management) program.

6. Viral Marketing, using viral method that make visitor willing to and interested to continuously visit.

Affiliate Marketing, affiliating with website of certain company or organization website that based on the pay per click method like Google ad-sense.

1.3. Digital Marketing Effectivity

The advertisement effectivity can be measured using EPIC Model that developed by AC Nielsen. EPIC Model including four critical dimension like Empathy, Persuasion, Impact and Communication.

1. Empathy Dimension
   Empathy dimension informing whether the consumer like certain advertisement and portraying on how the consumer see the relation between certain advertisement with their personality with the indicator whether the products advertisement is good or not and the level of their likeness in certain products or services.

2. Persuasion Dimension
   Persuasion dimension informing what can be given to certain ad for developing and enhancing the character of certain brand that is, the level of interest with the product and the willingness to buy products.

3. Impact Dimension
   Impact dimension shows whether the brand could become spotlight compared to the other brand on the similar category and whether the ad is able to includes the consumer on the message that being conveyed with the level of product knowledge and the advertisement creativity level of certain product compared with other similar products.

4. Communication Dimension
   Communication dimension has three indicators that are the clarity of advertisement, the ability of certain product advertisement on conveying the message they want to put, and the level of audience understanding of the conveyed message on a certain products advertisement.

2. RESEARCH WORK

This research is conducted in Bali through May-August 2018. The object of this research is private IT universities in Bali, also the respondent target of this research is the new students or freshmen of private IT universities in Bali. The research population is the whole perspective students of private IT universities in Bali, whereas the amount of sample that needed in this research is referring to Frankel and Wallen (1993) that suggest the minimum sample for the descriptive research are about 100 respondents.

The research method of this research is descriptive with the quantitative approach that is a statistic analysis that used for analyzing the data with describing or drawing the data that already collected (Sugiyono, 2010). Variable in this research are digital marketing tool and digital marketing effectivity. Whereas the indicator of variable are as follows: 1) digital marketing measured using the indicator by Salya (2010): website, search engine marketing, web banner, social networking, email marketing, viral marketing and affiliate marketing; 2) marketing effectivity was arranged through the indicator from EPIC Model (AC Nielsen) that are: empathy, persuasion, impact and communication.

3. RESULT AND DISCUSSION

Profile sample description showed that the majority of the respondents are male (54%) that choose IT universities on STMIK Stikom Bali (50%). Other profile description showed that the majority of sample is the alumni of High School (66%) with the school major Science (IPA) (46%). Based on the Origin of Areas, it showed that most of the samples are come from Denpasar (25%) and the smallest amount is come from Klungkung, Jember, Malang and Surabaya with each 1% percentage.

Profile from research sample distributed to 100 freshmen of private IT universities in Bali is listen in table 1 below

Table 1. Research Sample Profile

Profile	Frequency	Percentage
Sex		
Male	54	54%
Female	46	46%
Universities Name		
STMIK Stikom Bali	50	50%
STIKI	15	15%
STMIK Primakara	15	15%
STD Bali	10	10%
STMIK Badung	5	5%
STMIK Denpasar	5	5%
Previous School		
High School (SMU)	66	66%
Vocational High School (SMK)	34	34%
School Major		
Science (IPA)	46	46%
Others	36	36%
Social Studies (IPS)	18	18%
Origin of Areas		
Denpasar	25	25%
Buleleng	21	21%
Karangasem	16	16%
Badung	14	14%
Gianyar	7	7%
Tabanan	6	6%
Jembrana	5	5%
Bangli	2	2%
Klungkung	1	1%
Jember	1	1%
Malang	1	1%
Surabaya	1	1%

Utilization of digital marketing that has been done by the private IT universities in Bali is analyzed based on the digital marketing tools. The digital marketing tools that can be used in the internet or digital marketing, based on Salya (2010) are: Website, Search Engine Marketing, Web Banner, Social Networking, Email Marketing, Viral Marketing, and Affiliate Marketing.

Table 2. Digital Marketing Tools

Digital Marketing Tools	Frequency	Percentage
Social marketing	75	75%
Search engine marketing	14	14%
Website	11	11%

Result of the research found the digital marketing tools that used by the private IT universities in Bali are: Search engine marketing, Social marketing, and Website. Most of the private IT universities in Bali uses social marketing on promoting their universities/instancy. This is proven from the responses of respondents about the type of digital marketing they knows from the universities that they want to enroll in. About 75% respondents said that the universities they want to enroll in are using social marketing like: Instagram, Facebook, and Line on promoting the universities.

Kinds of digital marketing that mostly used is Instagram (57%), and the next is Facebook ((16%), and Youtube (14%), as listed on the following table:

Table 3. Digital Marketing Type

Digital Marketing Type	Frequency	Percentage
Instagram	57	57%
Facebook	16	16%
Youtube	14	14%
Website	11	11%
Line	2	2%

Respondents assessment towards the utilization from the digital marketing that has been done by the private IT universities in bali are analyzed using digital marketing effectivity. The indicator of digital marketing effectivity of private IT university in Bali are divided into eight statements as follows:

Based on the table 3 below, it is known that most of the respondents stated they agrees that digital marketing of private IT universities in Bali are good, there are 52 people who agree on this. Then 49 people agree that the respondent like the digital marketing of the private IT universities in Bali and that digital marketing is giving the clear information related with the universities. 42 respondents stated they agree that the respndents are interested with the digital marketing of private IT universities in Bali. Then 18 respondents stated that they are willingly to enroll to the universities after seeing its digita marketing and that made the respondents know more about the related universities that they want to enroll in. Respondents stated that the digital marketing of the private IT universities are more creative compared to the other private universities in Denpasar and the message that conveyed on the digital marketing is easy to understand.

Table 4. Private Universities Digital Marketing Indicators

Statement	Score					Mean
	1	2	3	4	5	
Digital marketing of my university is good	0	2	19	52	27	4.04
I like the digital marketing concept of my university	1	2	22	49	26	3.97
I am interested with the digital marketing from my university	0	1	29	42	28	3.97
I am willing to enroll to this university after I saw its digital marketing.	1	0	34	48	17	3.80
Digital marketing give me information about this university.	0	4	31	48	17	3.78
Digital marketing in this private university is more creative compared to the other private IT universities in Denpasar.	0	4	36	45	15	3.71
Digital marketing in this university gives clear information.	0	3	34	49	14	3.74
Messages that conveyed in this university digital marketing is easy to understand.	0	3	34	53	10	3.70

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The next descriptive analysis about the digital marketing effectivity dimensions that divided into four are: empathy, persuasion, impact, and communication. It is displayed on the Table 4 below:

Table 5. Digital Marketing Effectivity Dimension

Dimension	Mean
Empathy	4.22
Persuasion	4.04
Impact	4.03
Communication	3.91

Table 5 showed that most of the respondents are agree that the digital marketing of the private IT universities that consists of dimension, empathy, persuasion, impact and communication are already fulfilled. This shows that the digital marketing of private IT universities in Bali is good and the respondents love it. respondents are attracted to the digital marketing of private IT universities in Bali and then finally are attracted to enroll to those universities. The digital marketing of private IT universities in Bali are creative and makes the respondents know the universities better, beside of that, the digital marketing that is served gives the clear and understandable information.

The next on the descriptive analysis about the effectivity of private IT universities' digital marketing and the digital marketing tools that is being used by the universities can be seen on Table 5 as follows:

Table 6. Digital Marketing Effectivity

Respondent Perception related with Digital Marketing	Frequency	Percentage
Ineffective	1	1.0
Effective Enough	15	15.0
Effective	62	62.0
Very Effective	22	22.0

There are 62 respondents answered effective for the digital marketing effectivity, which means that most of the respondent assess that the digital marketing that used by private IT universities in Bali is effective.

From description of cross tabulation between respondent profile with the digital marketing effectivity, and digital marketing tools gained results as follows:

Table 7. Cross Tabulation ofSex with Digital Marketing Effectivity

Sex	Digital Marketing Effectivity			
	Ineffective	Effective Enough	Effective	Very Effective
Male	0.00%	16.66%	62.96%	20.37%
Female	2.17%	13.04%	60.86%	23.91%

Based on the table above, most of the respondents both male and female stated that the private universities digital marketing is already effective.

Table 8.Cross Tabulation of Previous School with Digital Marketing Effectivity

Previous School	Digital Marketing Effectivity			
	Ineffective	Effective Enough	Effective	Very Effective
Senior High School	1.51%	15.15%	63.63%	19.69%
Vocational High School	0.00%	14.70%	58.82%	26.47%

Based on the table above, most of the respondents from High School and Vocational High School said that the private universities digital marketing is already effective.

Table 9. Cross Tabulation of School Major with Digital Marketing Effectivity

School Major	Digital Marketing Effectivity			
	Ineffective	Effective Enough	Effective	Very Effective
Science	2.17%	13.04%	67.39%	17.39%
Social	0.00%	16.66%	55.55%	27.77%
Others	0.00%	16.66%	58.33%	25.00%

Based on the table above, most of the respondent with the school major Science (IPA), Social Science (IPS) or other are stated that the digital marketing of the private universities is already effective.

Next based on the table below, most of the respondent who come from Badung, Buleleng, Denpasar, Gianyar, Jembrana, Karangasem, Surabaya and Tabanan stated that the private universities digital marketing is already effective. Respondents who come from Jember and Malang said that the private universities digital marketing is very effective. Then respondents from Bangli said that the private universities digital marketing is already effective, there are also some respondents who said that it is very effective. While the respondents from Klungkung said that the private universities digital marketing is effective enough.

Table 10.Cross TabulationOrigin of Areas with Digital Marketing Effectivity

Origin of Areas	Digital Marketing Effectivity			
	Ineffective	Effective Enough	Effective	Very Effective
Badung	7.14%	7.14%	50.00%	35.71%
Bangli	0.00%	0.00%	50.00%	50.00%
Buleleng	0.00%	14.28%	61.90%	23.80%
Denpasar	0.00%	16.00%	60.00%	24.00%
Gianyar	0.00%	14.28%	71.42%	14.28%
Jember	0.00%	0.00%	0.00%	100.0%
Jembrana	0.00%	20.00%	80.00%	0.00%
Karangasem	0.00%	25.00%	62.50%	12.50%
Klungkung	0.00%	100.0%	0.00%	0.00%
Malang	0.00%	0.00%	0.00%	100.0%
Surabaya	0.00%	0.00%	100.0%	0.00%
Tabanan	0.00%	0.00%	100.0%	0.00%

Table 11. Cross Tabulation of Private University Name Name with Digital Marketing Effectivity

Private University Name	Digital Marketing Effectivity			
	Ineffective	Effective Enough	Effective	Very Effective
STD BALI	0.00%	30.00%	70.00%	0.00%
STIKI	0.00%	26.66%	60.00%	13.33%
STMIK Badung	0.00%	50.00%	50.00%	0.00%
STMIK Denpasar	0.00%	40.00%	40.00%	20.00%
STMIK Primakara	0.00%	6.66%	60.00%	33.33%
STMIK Stikom Bali	2.00%	6.00%	52.00%	44.00%

Based on table 11, most of the respondents from STD Bali, STIKI, STMIK Primakara, and STMIK Stikom Bali said that the private universities digital marketing is already effective.

Meanwhile, for the type of digital marketing that used by the private universities are divided into three. There are search engine marketing, social marketing and website. To know the effectivity of digital marketing from those three media, it can be seen on the following table:

Table 12. Cross Tabulation of Digital Marketing Tools with Digital Marketing Effectivity

Digital Marketing Tools	Digital Marketing Effectivity			
	Ineffective	Effective Enough	Effective	Very Effective
Search engine marketing	0.00%	35.71%	50.00%	14.28%
Social marketing	1.33%	9.33%	65.33%	24.00%
Website	0.00%	27.27%	54.54%	18.18%

Based on the table above, most of the online media promotion that used by the private universities is effective. This is in accordance with the respondent opinion about the type of online media that they know from the private universities that they want to enroll to and most of the respondent stated these three online media promotions is the online media promotion they often saw especially social marketing.

4. CONCLUSION AND RECOMMENDATION

Refer to the analysis result that has been done, it could be concluded that the digital marketing usage by private IT universities in Bali is done by using some tools like: search engine marketing, social marketing, and website. With the highest sum that being used is social marketing trough digital marketing tools like Instagram, Facebook, and Youtube.

Whereas, on the digital marketing usage as marketing strategy by private IT universities in Bali is considered effective on impacting prospective students/ freshmen on enrolling to the universities. From four dimension of digital marketing, empathy dimension become the dominant factor on imp the perception of the prospective students/freshmen.

To follow up the progress from the research results, so the online promotion (digital marketing) especially for social media marketing need to be developed continuously, because most of the respondents tends to active in using the social media. This is proven from the media promotion that often seen by the respondents about the universities is social marketing, especially Instagram. Besides, on the account of effective usage of digital marketing, it need the cooperation from the private IT universities side with High School and Vocational High School in Bali, like the information about the university can be seen/searched online through related media promotion.

5. ACKNOWLEDGEMENT

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