

MARKETING STRATEGY PLANNING BASED ON POSITIONING TO IMPROVE THE NUMBER OF STUDENTS

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***Abstract---**One important factor in marketing success is the implementation of the strategy is right on target, one of which is to perform positioning. This study aims to determine the position of the Faculty of Visual Communication Design, University Widyatama compared with five other private universities also have a similar faculty based on the perception that high school students and propose a marketing strategy of the Faculty of Visual Communication Design, University Widyatama to increase the number of students. The method used is descriptive method by comparing the five universities in Bandung based on the results of the search Believes salient capital. The author uses seven dimensions to measure the perception of high school students in Bandung taken under the search results salient Believes capital. Respondents used were as many as 100 students in grade 3 are scattered in various high schools in Bandung. The results showed that the University Widyatama positioned similar to the National Institute of Technology. Both are relatively close together so it can be said to be strict in competing for new students. Based on the value euclidean distance Faculty of Visual Communication Design, University Widyatama should improve the quality of education, facilities, faculty and graduate outcomes. Based on the expected marketing komunikasi Visual Design Faculty, University Widyatama can be designed with a more targeted and effective.*

***Keywords---**Positioning, Multidimensional Scaling, Perceptual Map*

I. INTRODUCTION

Visual communication design is the science that develops the form of visual communication language in the form of processing messages for social or commercial purposes, from individuals or groups aimed at other individuals or groups. The message can be in the form of information on products, services or ideas submitted to the target audience, to increase sales efforts, image enhancement and publication. In principle, visual communication design is a design to convey the mindset of the delivery of messages to the recipient of the message, in the form of

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communicative, effective, efficient, precise, patterned and integrated and aesthetic forms, through certain media so that it can change the positive attitude of the target. (www.itb.ac.id).

Visual Communication Design is an important part of everyday life and as time goes by it develops according to needs. The need arises to promote and inform someone from the public. Many people want to be able to design well. But of course they must study in an institution that can provide good knowledge and education. Not only learning how to use software as a tool but also having to learn about the history, world culture, graphic semiotics and many other things that need to be learned to deepen the knowledge of Visual Communication Design.

In line with the increasing public demand for Visual Communication Design education services, there are many new institutions of higher education, both those that are government-owned and those built and managed by the private sector. The development of educational service providers is increasingly evident in big cities.

One of the higher education institutions that provides visual communication design education services in Bandung City is the Faculty of Visual Communication Design, University of Widyatama (FDKV UTAMA). FDKV UTAMA was originally called the Widyatama School of Visual Communication Design (STDKV Widyatama) which was established in 1999 which later turned into the Faculty of Visual Communication Design in 2001 with the establishment of Widyatama University which combines the Bandung College of Economics (STIEB) now the Faculty of Economics and The Faculty of Business & Management, Bandung College of Language Sciences (STIBB) is now the Faculty of Language, Bandung Widyatama College of Engineering (STTBW) is now a Faculty of Engineering. (www.widyatama.ac.id)

The Faculty of Art and Design (FSRD), the National Institute of Technology (ITENAS) is one of the main competitors of FDKV UTAMA. In 1998, ITENAS opened the Visual Communication Design Department. Interior Design, Product Design and Visual Communication Design were later merged into the Faculty of Fine Arts and Design (FSRD) which was founded in 2000. Another strong competitor is the Faculty of Design, Indonesian Computer University (UNIKOM). UNIKOM was established in 2000 along with the opening of the Department of Visual Communication Design under the supervision of the Faculty of Design. Maranatha Christian University (UKM) became a competitor in 2005 with the opening of the Department of Visual Communication Design as one of the departments within the Faculty of Art and Design. But with all the advantages and through several strategic policies in the field of marketing, FDKV UTAMA has not been able to attract the public's attention so it cannot compete.

According to Prof. Akhmaloka, Dipl.Biotech., Ph.D, Rector of ITB, (*Kompas* 04/28/2014) prospective students interested in the ITB Faculty of Art and Design (FSRD ITB) in 2014 increased by about 40 percent. In 2013, the FSRD ITB enthusiasts at SNMPTN totaled around 1,300 people. This year, enthusiasts increased by 1,500-1,900 people. Of the 250 seats provided at the ITB FSRD, only 50 people or 20 percent of students were taken from the SNMPTN. While 80 percent are taken from the SBMPTN or written test. All students who are accepted at the FSRD ITB will only be included in a number of study programs, such as Fine Arts, DKV, Craft, Interior Design, and Product Design. For DKV, the capacity reaches 50-60 students. (*Kompas* 04/28/2014)

Based on the things described above, it can be seen that the numbers of interested students in the field of visual communication design is very high, but the students who enroll in FDKV UTAMA are very few. Judging from the year of its establishment, FDKV UTAMA has been established for 16 years but still unable to compete with the

Visual Communication Design majors of other private universities that are newer. This phenomenon then raises further questions, is the lack of students in FDKV UTAMA related to the positioning of FDKV UTAMA compared to other DKV faculties in Bandung?

In connection with the problems faced by FDKV UTAMA, it is necessary to conduct research on this matter. The study covers eleven private universities in Bandung, but only five private universities that will be studied are taken from *modal salient believes* the results from phase I research with the reason to focus more on testing and discussion at private universities that provide Visual Communication Design science education services and the five private universities are the five private universities that are the most chosen by high school students in Bandung.

Tight competition between educational institutions requires FDKV UTAMA to be more observant in determining marketing strategies, especially in terms of positioning. Positioning is a very important element in a marketing strategy.

II. STUDY OF THEORY AND DEVELOPMENT OF HYPOTHESES

Literature review in this study includes: Marketing Strategy, Market Segmentation Strategy, Market Targeting, Market Positioning, Descriptive Statistics using Multidimensional Scaling (MDS).

Marketing Strategy

According to Bennett as quoted by Fandy Tjiptono (2001: 7), marketing strategy is a statement (both implicitly and explicitly) about how a brand or product line reaches its objectives. Meanwhile, Tull and Kahle were also quoted by Fandy Tjiptono (2001: 7), defining marketing strategy as a fundamental tool planned to achieve corporate goals by developing sustainable competitive advantage through the market entered and marketing programs used to serve the target market.

From some understanding of the marketing strategy put forward by the experts above, it can be concluded that the marketing strategy is essentially a series of efforts taken in order to achieve certain goals. Marketing strategy determines the approach that the company will use to ensure that each product carries out its role. It can be said that a marketing strategy is a basic statement about the impact to be achieved at the request of a particular market that is targeted.

Logically made marketing is a tool in achieving the marketing objectives that have been established, marketing strategies are made based on the target market, positioning and marketing mix. Marketing strategy is part of a marketing plan that explains how marketing strategies respond to threats, opportunities and critical issues that will be faced by the company.

Market Segmentation, Targeting, Positioning

Market segmentation is a marketing strategy that divides a broad target market into groups of consumers who have the same general needs by grouping markets into homogeneous consumer groups, where each group can be chosen as the target market for marketing a product.

After grouping or dividing the entire market into homogeneous market segments, the company needs to establish a target market. Market segmentation basically shows the market opportunities faced by the company, then the company needs to evaluate the various segments that exist to decide how many and which segments will be targeted.

In evaluating different market segments, companies must pay attention to the profit potential of each segment, attract the long-term profit of a segment, and the long-term goals of the company. Market objectives determine the group of buyers determined by the company. Market target decisions are the basis for determining goals and development in determining the positioning of a product (Cravens, Lamb & Crittenden, 2002).

After conducting market segmentation and market targeting, the company needs to determine its bid position. To get a competitive advantage, companies need to develop a product positioning strategy to the target market. According to Kotler (2003) the definition of product positioning is as follows: "Positioning is an action to design the company's image and the value offered so that customers in a segment understand and value the company's position in relation to competitors"

Kotler & Armstrong (2006) explains that product positioning is a conclusion of a product that is defined by consumers through an attribute or in other words the position of a product in the minds of consumers that distinguishes it from other similar products. Positioning is done by embedding the unique advantages of a different product compared to other products into the customer's mind. Positioning strategy is a combination of a product, distribution channel, price and a company's promotion strategy that is used to position themselves to fight existing competitors in the face of the wants and needs of the target market (Cravens, Lamb & Crittenden, 2002).

Descriptive Statistics Using Multidimensional Scaling (MDS)

Descriptive statistics are part of statistical science that only processes, presents data without making decisions for the population. In other words, only see a general description of the data obtained. Iqbal Hasan (2001: 7) describes descriptive statistics as part of statistics that learn how to collect data and present data so that they are easy to understand. Descriptive statistics only relate to things that describe or provide information about a data or situation or phenomenon. In other words, descriptive statistics function to explain the state of symptoms or problems. Draw conclusions on descriptive statistics. Based on the scope of the discussion, descriptive statistics include frequency distribution along with its parts such as distribution graphs (histograms, frequency polygons, and ogifs), measures of central values (mean, median, mode, quartile, etc.), dispersion size (range, deviation average, variation, standard deviation, etc.) and curvature of the curve.

MDS or multidimensional scale determination is a procedure to represent respondents perceptions and spatial preferences using a visual display (Malhotra, 2004: 349). MDS is also known as perception mapping, which is related to creating a map to describe the position of an object with another object based on the similarity of the objects. MDS can also be applied to the subjective rating in differences (dissimilarity) between objects or concepts. Furthermore, this technique can process different data from various sources from respondents. MDS techniques can be used to identify dimensions that describe consumer perceptions.

Multidimensional scaling analysis (MDS) is a procedure to present customer perceptions and spatial preferences by using impressions that are commonly seen (Supranto, 2004: 177). Multidimensional scaling analysis is used in marketing to identify the following:

1. The number of dimensions and characteristics / characteristics used to perceive different brands in the market.
2. The positioning of the brands examined in this dimension.
3. Placement of ideal brands from customers in this dimension.

Information as a result of MDS scaling analysis has been used for various marketing applications, including the following:

1. Image measurement, comparing perceptions of customer and not customers of the company with the company's own perception.
2. Market segmentation.
3. New product development. Seeing a gap in the spatial map that shows the opportunity for new product placement.
4. Assessing advertising effectiveness. Spatial maps are used to determine whether advertising has succeeded in achieving the desired brand placement.
5. Price analysis. Spatial maps developed with and without price information can be compared to determine the impact of prices.
6. Channel decisions. The consideration of the suitability of a store brand with different retail can lead to a spatial map that is useful for channel decisions.
7. Attitude scale construction. MDS techniques can be used to develop suitable dimensions and setting the attitude space.

III. RESEARCH METHODS

The study was conducted using survey methods in the Bandung area. The subject of the research is the third grade high school student respondents who can distinguish universities with Visual Communication Design (DKV) majors in Bandung. Questionnaires were distributed by self administered and using convenience sampling method. Convenience sampling is a sampling process where each element of the population does not have the same opportunity to be chosen as a respondent (Sekaran & Bougie 2010: 279).

Operationalization of Research Variables

According to Sugiyono (2001: 31), the research variable is something in the form of what is determined by the researcher to be studied so that information is obtained about it, and conclusions can be drawn from it. Positioning is a very important element in a marketing strategy because it is directly related to the company's marketing strategy. The perception of high school students towards universities in Bandung will help in determining the positioning of the faculty of visual communication design.

Based on the results of the research to find salient capital believes, the variables used in this study are as follows:

1. Quality of Education (lecture program, accreditation)
2. Facilities (supporting facilities)
3. Price (pricing)
4. Place (college location)
5. Graduates (students who have graduated)
6. Lecturer (teaching staff)
7. Promotion (promotional activities)

Sampling Techniques

Population is an area of generalization consisting of objects/subjects that have certain qualities and characteristics applied by researchers to be studied and then drawn conclusions (Sugiyono, 2004: 72). Population is the whole object of research while the sample is part of the number and characteristics possessed and by the population, (Sugiyono, 2004: 73). The population in this study were high school or vocational high school students who were in 3rd grade in Bandung.

The sample is a small part of a population. In this study the population is not certainly known to determine the sample. Nargendher (2003: 385) and Garson (2011) stated, there is no minimum sample size requirement for MDS. Roscoe in Sugiyono (2004: 102) suggests for the sample size in the study that a decent sample size in the study is 30 to 500 respondents, and in multivariate research, the sample size is at least 10 times the number of variables studied. According to Freankel and Waller in Ariani and friends (2004) the minimum sample size for descriptive research is 100 people.

Based on the above approach and technical considerations in the field, the sample size is determined by 100 respondents. The sampling method used in this study is the Convenience Sampling Method. According to Santoso and Tjiptono (2001: 89-90) Convenience Sampling is a sampling procedure that selects samples from people or units that are most easily found or accessed. Whereas according to Sugiyono (2004: 77) Convenience Sampling is taking respondents as samples based on chance, is anyone who happens to meet with a researcher can be used as a sample if someone who happens to be found suitable as a data source with the main criteria is that the person is a high school student or SMK.

Analysis Method

One method used to determine the positioning of a product is the MultiDimensional Scaling (MDS) method. With MDS analysis, it can be known the position of universities based on consumer perceptions in the city of Bandung. According to Rangkuti (2005), a Multidimensional Scaling (MDS) analysis is used to determine the position or placement of the brands under study and also to know the placement of an ideal brand based on consumer perception. According to Zikmund et.al (2010: 599), multidimensional scaling is a procedure in which researchers can determine an image that matches a set of objects. Multidimensional scaling analysis aims to change the assessment of similarity or preference of consumers in the form of distance displayed in a multidimensional space. According to Hair et al (2009: 478) multidimensional scaling (MDS), also known as perceptual mapping, a procedure that assists researchers in determining relative perceptions of an image (company, product, service).

The goal of MDS is to change the consumer's assessment of a preference (brand, product) into a display of distance represented by a multidimensional space. This technique is used to analyze or determine the position of the researched universities, Widyatama University compared to its competitors.

MDS is a multiple variable technique that can be used to determine the position of another object based on its similarity assessment. MDS is used to determine the relationship of interdependence or interdependence between variables or data. MDS is divided into metric-scale MDS and non-metric scale MDS. According to Timm, N.H (2002) Multidimensional Scaling is:

1. A collection of statistical techniques for analyzing similarities and differences between objects.
2. Providing results in the form of plot points so that the distance between points illustrates the level of similarity or similarity.
3. Provide instructions for identifying unknown variables or factors that influence the appearance of similarities or differences. Jawoiska and Anastasova (2009) explained that the purpose of multidimensional scaling is to find a configuration such that the distance between points corresponds to the similarity between objects.

IV. RESULTS AND DISCUSSION

Research Results

This study was conducted to determine the positioning of FDKV UTAMA in the perception of high school students and the positioning of FDKV UTAMA compared to DKV Faculties in other universities. Positioning can change in line with respondents perceptions, changes in competitors preferences and strategies. To determine the position of a product, a positioning analysis needs to be done. Positioning analysis helps marketers in evaluating market response (Hasan, 2008: 207). Therefore, to achieve the research objectives, it is important to know how the respondents perceptions of FDKV UTAMA in Bandung.

Validity Test

Validity test is done by looking at R-Square (RSQ). Multidimensional scaling measurement methods will be accepted if RSQ ≥ 0.6 (Hair et al, 2013: 477). The higher the RSQ value, the better this model. The calculation results show that RSQ is equal to 0.99736 which means it can be accepted. The RSQ value is getting closer to 1, meaning that the data is getting mapped perfectly. While the results of the stress measure were 0.01974 or 1.9%. Based on Table 4.8 the 1.9% value is between the Excellent and Perfect categories so that the existing MDS model can be said to be good and can be used.

Research Phase I

The purpose of research in stage I is to look for trusting salient capital, which is a small part of attributes or objects that are believed to determine the attitude of a person in a certain time (Fishbein and Ajzen, 1975: 218). The research in the first part presents the perception of high school students towards the major of Visual Communication Design of private universities they will choose.

Based on the data sources, five private colleges were chosen by the respondents. These colleges are the University of TELKOM, the National Institute of Technology, Widyatama University, Maranatha Christian University and the Indonesian Design College.

From the research in phase I also obtained the perception of high school students about what important factors are taken into consideration in choosing private universities. Based on these studies it can be explained that the seven dimensions revealed in this phase I study are not much different from the general concept of service hierarchy and product dimensions, namely: product, price, place, promotion, people, physical evidence, and process. This shows

that high school students have perceptions that are not much different from consumer perceptions elsewhere in the world.

Phase II Research

Phase II research is a research to find the positioning of FDKV UTAMA compared to other private universities. This study uses 7 variables based on the results of salient capital, it is believed to measure the position of the five private universities chosen by respondents in the phase I research.

The method used is the Multidimensional Scaling (MDS) measurement method which is assisted by the SPSS version 18 program, this study generates a ranking for each private university based on the variables used.

Scores of Private Universities

To see attribute preferences for FDKV Positioning, private universities are based on the perception of high school students, first the scores of each private tertiary institution are calculated based on important factors that are taken into consideration for choosing private universities.

Table 1: Scores of Private Universities Based on Important Factors That Consider for Choosing Private Universities

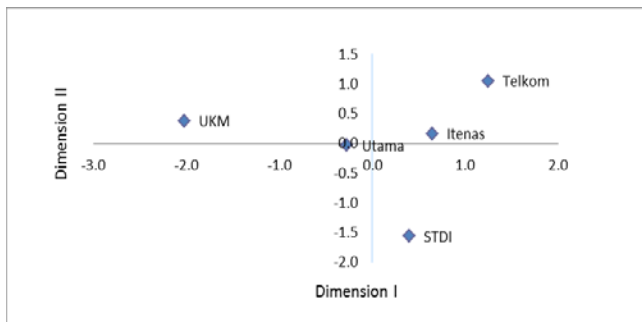
No.	Atribut	ITENAS	TELKOM	UTAMA	UKM	STDI
1	Education Quality	2,99	3,66	2,73	3,65	1,97
2	Facilities	2,7	3,7	2,79	3,93	1,88
3	Lecturer	2,78	3,4	2,86	3,88	2,08
4	Price	3,13	3,49	3,28	3,8	2,15
5	Place	2,74	3,18	3,05	3,86	2,23
6	Graduates	2,89	3,62	2,73	3,86	1,9
7	Promotion	2,88	3,71	3,19	3,33	1,89

Source: results of data processed by Questionnaire II

FDKV UTAMA Positioning Maps

The next discussion is about the position of FDKV UTAMA compared to other private universities. The fifth position of private universities was obtained from the results of data processing based on the perceptions of respondents who were third grade high school students in Bandung. The following is a picture of the position of private universities resulting from data processing:

Image 1 Position of Five Private Universities



Source: results of data processed by questionnaire II

Based on the image above it can be seen that the position of private universities is seen to be in one of the quadrants of the four quadrants. Private universities in the same quadrant mean that private universities have similarities, the implication is that private universities will compete with each other. Conversely private universities in different quadrants mean that private universities do not have similarities means there is no competition. The further the position, the more different private universities. From the results of mapping the five positions of the Visual Communication Design majors, private universities can be seen the position of each private university based on their proximity to each dimension. The following is the explanation:

- a. Maranatha Christian University (UKM) is located in quadrant I with negative dimension 1 and positive dimension 2. UKM are perceived by respondents to have significant differences compared to other private universities because they are located relatively far compared to other private universities.
- b. The University of TELKOM (TELKOM) and the National Institute of Technology (ITENAS) are located in quadrant II with positive dimensions 1 and dimensions 2. That is, TELKOM and ITENAS are perceived by respondents as having similarities or not having significant differences compared to other private universities.
- c. The Indonesian Design College (STDI) is located in quadrant III where dimension 1 is positive and dimension 2 is negative. Thus, STDI has similarities or does not have significant differences compared to other private universities.
- d. Universitas Widyatama (UTAMA) is in quadrant IV with dimensions 1 and dimension 2 negative. Thus, UTAMA has similarities or does not have significant differences compared to other private universities. Similarities between private universities can also be seen from the distance between the five private universities that are compared. The smaller the distance, the more similar the five private universities are compared. Of all private universities that may be in the plot, there are one pair of private universities that have a small distance, the pair is UTAMA and ITENAS.

PTS Positioning Map and Attributes in Bandung

Overall respondents answers about the assessment of the positioning of private universities and FDKV attributes reflect the perceptions of respondents. The position of FDKV according to respondents perceptions can be seen in the coordinates of Table 2.

Table 2: Attribute coordinates for UTAMA

No.	Atribut	Dim 1	Dim 2
1	Education Quality	-0,6296	0,6061
2	Facilities	-0,8708	0,4711
3	Lecturer	-1,0459	0,3333
4	Price	-0,9268	0,6335
5	Place	-1,2423	0,2641
6	Graduates	-0,8309	0,4849
7	Promotion	-0,3181	0,8092

Based on the coordinates in Table 2 plotted together on the FDKV positioning map in Bandung City that was previously made, a positioning map with a configuration can be produced as shown in Image 2

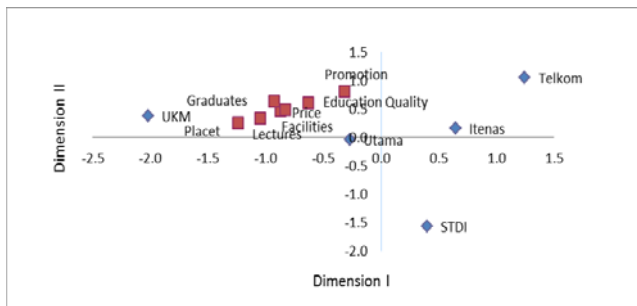


Image 2 PTS Positioning Map and FDKV Attributes in Bandung City

Implications of Research Results

Important Factors Considered for Choosing Private Universities

The visible benefits for the FDKV UTAMA in Table 1. The Score of Private Colleges Based on the Important Factors That Consider for Choosing Private Colleges is that high school students judge that prices rank first. That is,

the prices offered by UTAMA are in line with the expectations of high school students so that this is an advantage that is an attraction for prospective new students.

When viewed from the score value in Table 1, it appears that the level of quality of education is a factor that is considered the most important consideration by high school students in choosing private universities. Then the second factor that is considered important is facilities, and is followed by a third factor, which is the quality of lecturers. UTAMA must be able to strengthen and relate their position based on these three main factors so that prospective new students will rate that UTAMA can meet the needs of their teaching and learning process in the future.

When referring to factors that are considered the most important consideration by high school students for choosing a private university, UTAMA should not focus on traditional marketing models. The right strategy according to the author is to develop marketing based on strengthening aspects of the quality of education. The following is an alternative marketing strategy for FDKV UTAMA by optimizing three important factors in choosing private universities according to the author:

1. Quality of Education

Currently FDKV UTAMA still has the advantage of considering accreditation point B for Graphic Design Study Program and B accreditation for Multimedia Study Program. Considering that students consider this factor important, then in its marketing strategy, FDKV UTAMA can further increase the level of accreditation that is already good. In each marketing media the author recommends always highlighting the element of accreditation. This is very necessary to do, considering not all prospective students and also parents understand what accreditation is and its relationship to the quality of a college.

2. Facilities

Facilities at FDKV UTAMA should always be updated so that they can keep up with technological progress so that they can support teaching and learning activities

3. Lecturer

Lecturer quality should be improved which refers to several indicators of lecturer quality such as education level (formal requirements), suitability of experience in the fields they taught, flexibility in establishing interaction with students, integrity, and commitment to the development of education and human resources.

The discussion on alternative marketing strategies does not refer to the general marketing concept. The author considers that the marketing activities currently carried out are relatively good. However, marketing aimed at attracting new students will have more strength if supported by good internal conditions as well. FDKV UTAMA should maintain and improve the factors that are considered important for prospective students for choosing private universities. Based on this study, the authors conclude that the quality of education, facilities and lecturers must be the focus of FDKV UTAMA to be improved.

Euclidean Distance Value

Euclidean distance value is the value from the calculation of the distance from 2 points in Euclidean space, in this case the distance between attributes and private universities. The following is the result of the distance calculation value:

Table 3: Euclidean Distance Values

	ITENAS	TELKOM	UTAMA	UKM	STDI
Education Quality	1,3267	1,2512	1,2580	2,7003	2,3146
Facilities	1,4261	1,3562	1,3624	2,7505	2,3730
Lecturer	1,4613	1,3931	1,3992	2,7689	2,3943
Price	1,6333	1,5726	0,6759	2,8634	2,5030
Place	1,5819	2,4698	1,5247	2,8344	2,4698
Graduates	1,4016	1,3304	1,3367	2,7379	2,3584
Promotion	1,2264	1,1273	1,1517	2,6525	2,2586

Source: results of data processed by Questionnaire II

Based on the table above, it can be seen how the choice of respondents through the proximity of each product attribute with the Private University / FDKV in Bandung.

1. Quality of Education; the closest distance is TELKOM followed by UTAMA, ITENAS, STDI and the last is UKM.
2. Facilities; the closest distance is TELKOM followed by UTAMA, ITENAS, STDI and UKM
3. Lecturer; the closest distance is TELKOM followed by UTAMA, ITENAS, UKM and STDI
4. Price; the closest distance is UTAMA followed by TELKOM, ITENAS, STDI and UKM
5. Place; the closest distance is UTAMA followed by TELKOM, ITENAS and STDI then UKM
6. Graduates' results; the closest distance is TELKOM followed by UTAMA, ITENAS, STDI and UKM
7. Promotion; the closest distance is UTAMA followed by TELKOM, ITENAS and STDI then UKM

From the results of the data above, it can be seen that the attributes of the quality of education, facilities, lecturers, price, place, graduate results and promotion affect the positioning of FDKV private universities in the city of Bandung. This is consistent with research conducted by Debbie VE (2013) which states that "universities must have competencies and competitive advantages in each Private University".

The euclidean distance value can provide a conclusion where the FDKV UTAMA has advantages in terms of price, place and promotion, so that the higher education institution must consistently implement it. However, based on the euclidean distance value, it can be seen that respondents feel that FDKV UTAMA still has deficiencies in terms of the quality of education, facilities, lecturers and graduate outcomes. Therefore, these things should be improved.

V. CONCLUSIONS AND SUGGESTIONS

Conclusions

From the results of the research, the marketing strategy that can be done is with market segmentation and positioning. In market segmentation, FDKV UTAMA divides the market into groups of buyers / consumers that are distinguished based on needs, characteristics, or behavior that may require different products. Whereas positioning is a real product characteristic and differentiation that makes it easy for consumers to differentiate service products between one institution and another, in this case must have characteristics that can differentiate FDKV UTAMA from other universities as competitors.

Suggestions

FDKV UTAMA as an institution that provides education services should maintain and improve the factors that are considered important for prospective students in choosing private universities. Based on this study, the authors conclude that the quality of education, facilities and lecturers must be the focus of FDKV UTAMA to be improved.

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