Internet Based Interactive Marketing Practices in Private Universities(Case Study at the Best Private Universities in the Bandung City Area)

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Abstract---There are 117 private universities in Bandung City, Indonesia. The competition between private universities in the Bandung City is certainly very tight and who is most capable of persuading and influencing consumers (prospective students) so he will win the competition and certainly get a large number of new students. One marketing activity that has a broad and fast impact to influence and or persuade consumers to buy is interactive marketing. Interactive marketing is, of course, a mandatory activity for every business organization, including private universities especially internet-based marketing. This research aims to identify and analyze internet-based interactive marketing activities of the best private Universities in Bandung City and its surroundings, which are located directly (Kabupaten Bandung, Kabupaten Bandung Barat, and Kota Cimahi). Private universities that are directly adjacent to the Bandung City are also analyzed because they are direct competitors from private universities in Bandung City. This research is a descriptive exploratory study or a type of qualitative research with the research method used is descriptive statistics. The unit analysis of this study is private universities located in the city of Bandung and around. The observation unit are various internet-based interactive marketing activities from these private universities. Using purposive judgment sampling with the criteria of the best private universities, the sample of this study is 6 private universities. Primary data and secondary data are both used in this study and the data is obtained by direct observation through internet browsing related to the object of research. The results of the study show that internet-based interactive marketing is quite intensively carried out by private universities in Bandung City and around. The website, search ads, display ads, e-mail, and social media have been implemented quite thoroughly and intensively by them. Interactive internet-based marketing seems to play a role in their webometricsranking and promotion activities.

Keywords---Interactive Marketing,Internet-Based, Private Universities, Bandung City.

I. INTRODUCTION

Private universities in the Bandung City currently number 117 (Kopertis IV Wilayah Jawa Barat, 2019). The competition between private universities will certainly be very tight, who is the most able to persuade and influence consumers (prospective students) so he will win the competition and get large numbers of students. One marketing activity that has a broad and fast impact to influence and or persuade potential customers to buy is interactive marketing. Interactive marketing in question is internet-based interactive marketing (Kotler& Keller, 2018). Internet-based interactive marketing is very effective in marketing because modern society is relying heavily on the internet to find information about the various products or services they need and in addition the internet has become a habit or lifestyle today

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As a business organization that is always looking for customers, of course, internet-based interactive marketing should be an important activity for private universities. This research aims to identify and analyze the activities of internet-based interactive marketing in the best private universities in the city of Bandung and also those that are directly adjacent to the Bandung City, namely: Kabupaten Bandung, Kabupaten Bandung Barat, and Kota Cimahi. Private universities that are directly adjacent to the city of Bandung are also analyzed because they are direct competitors from private universities in the city of Bandung. The following is a data table of the best private universities in the Bandung City and around referring to various sources, namely:

Table1:*The Best Private University in The Bandung City and Around*

Universit Identity	National Ranking*Webo metric*Version	National Ranking*Ristekdikti*V ersion	National Accreditation by BAN-PT	Number of Active Students
Telkom *University* (Tel-U)	11th	61th	A	26.127
Universitas Katolik Parahyangan (Unpar)	30th	34th	A	9.878
Universitas Pasundan (Unpas)	49th	49th	A	17.181
Universitas Jendral Achmad Yani (Unjani)	54th	>100th	B	14.658
Universitas Widyatama (Utama)	79th	>100th	B	9.075
Universitas Komputer Indonesia (Unikom)	85th	>100th	B	10.363

Sources: Webometric (2019), Ristekdikti (2019), dan BAN-PT (2019).

Referring to table 1.above, it can be seen that private tertiary institutions with higher ranking, higher institutional accreditation, and / or higher number of study programs do not guarantee that they will always have a higher webometric rating. This condition indicates that webometric rankings will be more influenced by various internet college activities including interactive marketing activities. From table 1.it can be seen also that higher webometric rankings will also be followed by a higher number of students, this shows that interactive marketing as a determinant of college webometric rankings is an important activity to study. The purpose of this study is to describe and compare internet-based interactive marketing activities in private universities in Bandung and the surrounding areas.

II. METHOD

The research conducted is a type of qualitative research. The research method used in this study is descriptive qualitative or descriptive exploratory (Sugiyono, 2008). Because this research is a case study, the population or unit analysis is a sample of the population (Arikunto, 2006)namely the best private universities in the Kota Bandung, Kabupaten Bandung, Kabupaten Bandung Barat and Kota Cimahi which are ranked in the top 100 webometric versions in 2019. Webometric ranking is used as the basis for population selection because it is closely related to internet-based interactive marketing activities.

The best private universities in this study amounted to 6 universities namely Telkom University (Tel-U), Universitas Parahyangan (Unpar), Universitas Pasundan (Unpas), Universitas JendralAchmadYani (Unjani), Universitas Widyatama (Widyatama), and Universitas Komputer Indonesia (Unikom). The observation unit of research is various activities, media, methods and others related to internet-based interactive marketing used by private universities. The data used is in the form of primary data and secondary data obtained through internet browsing.

III. LITERATURE REVIEW
III.I. Interactive Marketing(Concept, Definition, and Media)

Interactive marketing is an old concept in marketing but continues to attract its discussion as information and internet technology develops. Interactive marketing is defined as marketing activities that utilize electronic devices and the internet (Kotler and Keller, 2016). Interactive marketing allows companies to communicate directly and quickly with consumers (Daryanto, 2011). Interactive marketing allows consumers to answer questions with each other (Alma, 2007). The context of interactive marketing today is internet-based interactive marketing using both computer and mobile devices.

Interactive marketing media that can be used according to Kotler and Keller (2016) are websites, search ads, display ads, email, and social media. As explained earlier, the communication media for interactive marketing are basically computer-based (gadget) and internet. Other interactive marketing media based on television, radio, and electronic media outside computers are not discussed in this study because in previous studies (Witono&Puspitasari, 2017) these media did not influence the prospective students in choosing private universities. Interactive marketing media in detail will be discussed in the section below:

1. Website

The website is a virtual form of the company that contains official information about the goals, history, products and vision of the company that can be accessed directly through the internet (search engines) by the public (Kotler and Keller, 2016). They mentioned that laden from a good website is: *having a good layout and design, containing a combination of text, image, sound and video, enabling communication between users, must be able to be adjusted to the needs of the reader, connectivity with other websites,* and *enabling commercial transactions.* Below is a table of website usage by private universities in the Bandung City and around:

Table 2:*Website Application.*

By Private Universities in Bandung City and Around

Number	Website Component	Tel-U	Unpas	Unjani	Unpar	Widyatama	Unikom
1	Layout &Design	√	√	√	√	√	√
2	Text Combination	√	√	√	√	√	√
3	Picture	√	√	√	√	√	√
4	Sound	√	√	√	√	√	√
5	Video	√	√	√	√	√	√
6	Two Way Comunication	√	√	√	√	√	√
7	Information	√	√	√	√	√	√
8	Conectivity	√	√	√	√	√	√
9	Transaction Fasilitation	√	√	√	√	√	√

Source: Internet Browsing (2019)

Referring to table 2above, in general the components of a standard website seem to have been applied entirely by universities in the Bandung City and its surroundings but some of them still provide incomplete information regarding the details and accreditation of study programs, curriculum of study programs, and details of tuition fees , as well as the future or place of employment of graduates. These information are core information that must be on the website of a college. These information must appear at the front and or most easily accessible to the public. In addition to promotion through internal websites, private universities also carry out promotions in the form of product information, achievements, and their activities through external websites (local eksternal website in Indonesia) such as "InfoBDG.com", "Liputan 6.com", "Galamedianews.com", "Inilahkoran.com", "Bandung.bisnis.com", "1071klitefm .com", "Pikiran Rakyat Online", "Merdeka.com", "jabarprov.go.id" and others.

2. Search ads

Search ads are basically the appearance of company website links on internet browsers like Google, Yahoo, Bing, and others (Kotler and Keller, 2016). The search ads system consists of two, namely *paid search* and *pay per click ads. Paid search* means advertisers work with the browser so that their website links are easily accessed or searched

when using the internet browser (search engine). *Pay per click ads* means the advertiser pays to internet browser (search angine) some money when the advertiser's website link is clicked through the internet browser (search engine). Below is a table of usage of search ads by private universities in the Bandung City and around :

Table3:*Search Ads Application*

By Private Universities in Bandung City and Around

No	Component	Tel-U	Unpas	Unjani	Unpar	Widyatama	Unikom
1	*Paid Per Search*	√	√	√	√	√	√
2	*Pay Per Click Ads*	√	√	√	√	√	√

Source :Internet Browsing (2019)

Referring to Table 3, it can be seen that all universities use *paid per search* and *pay per click ads* to promote their organization, products, activities and achievements. Most private universities in Bandung City and aroundare collaborate with Google and Yahoo.

3. Display ads

Display ads that are writing, images, or videos that appear on other people's sites or external sites (Kotler& Keller, 2009). Display ads consist of three types, namely *banner ads, interstitials,* and *podcasts*. *Banner ads* are company-specific advertisements that exist or appear in special boxes (special spots) on external sites and companies must pay a sum of money to the site owner instead (Kotler and Keller, 2016). *interstitials* is the emergence of company information in various forms at certain moments on other people's sites (Kotler and Keller, 2016). *Podcats* are various video ads that are made on content sites such as YouTube, MySpace Video, and Google Video (Kotler and Keller, 2016). Below is a table of display ads usage by private universities in the Bandung City and around:

Table4:*Display Ads Application*

By Private Universities in Bandung City and Around

No	Component	Tel-U	Unpas	Unjani	Unpar	Widyatama	Unikom
1	*Banner*	√	√	√	√	√	√
2	*Interstitials*	√	-	-	-	√	√
3	*Podcasts*	√	√	√	√	√	√

Source: Internet Browsing (2019)

Based on Table 4above we can see that display ads, intertitials, and podcats have been used by private universities. One of the universities put up display advertisements on popular sites such as "InfoBDG.com" and made special videos on the internet using youtube, namely "youtube channel Widyatama" (Witono&Puspitasari, 2017). For intermediate advertisements, there are not many who implement it, namely those that have been implemented are Tel-U, Unpar, Widyatama, and Unikom.

4. Email

Email allows marketers to inform and communicate with consumers (Kotler and Keller, 2016). Email or direct mail is all forms of advertising used to sell goods directly to consumers both electronically and non-electronically (Tjiptono, 2008). Information provided to consumers can be in the form of writing, images, or videos with short, timely, well-targeted, and relevant durations (Kotler& Keller, 2016). Attractive graphic icons and easy-to-click links will streamline the company's promotional email to be clicked on by potential customers. The table below shows the use of email by private universities in Bandung City and around :

Table5:*Email Application.*

By Private Universities in Bandung City and Around

No	Component	Tel-U	Unpas	Unjani	Unpar	Widyatama	Unikom
1	Insidentally direct mail promotion or information (by event)	√	√	√	√	√	√
2	Regularlly direct mail promotion or information (with permission)	-	-	-	-	-	-

Source: Internet Browsing (2019).

Referring to table 5, it can be seen that the *insdentally direct mail promotion*(by envent) seems to be more utilized than regular direct mail promotion. Incidentally direct mail promotion is usually sent to prospective students or parents of prospective students referring to databases owned by universities after prospective students receive official information about their graduation from high school to the deadline for the final registration to enter each private universities. *Regurally direct mail* promotion is not very used because of the need for promotion of colleges that are not routine (daily) but are annual or semester (6 months). Some universities still use this email broadcast, but the effect is not too large in increasing the acquisition of new students (Witono and Puspitasari, 2017). From table 5 above, it can be seen that *incidental direct mail promotion* by event has been used by all universities while *regular direct mail promotion* with permissions are not used by any college

5.   Social Media

Social media is consumers of various information in the form of writing, images, audio, and video with other consumers as well as companies and vice versa (Kotler and Keller, 2016). The form of social media is divided into 3 (three), namely (1) online communities and forums, (2) blog-gers, and (3) social networks. The table below shows the use of social media from private universities in Bandung City and around :

Table6:*Social Media Application.*

By Private Universities in Bandung City and Around

No	Component	Tel-U	Unpas	Unjani	Unpar	Widyatama	Unikom
1	Community & Forum Online	√	√	√	√	√	√
2	Blog-gers	-	-	-	-	-	-
3	Social Networks	√	√	√	√	√	√

Source: Internet Browsing (2019).

From Table 6, it is known that most universities use social media in the form of social networks and online communities (forums) and blog-gers are not used by any private tertiary institution in the Bandung City and around. Blog-gers don't seem to be used by universities because they are less communicative and have less impact on consumers than other social media. Various types of social networks used by private universities are: twitter, facebook, line, Instagram, whats app, BBM, path, and Pinterest (Witono&Puspitasari, 2017). Among these social networks online, Instagram and Facebook are the ones that provide the most benefits or responses from prospective students. In addition to promoting through its own line account, several universities carry out promotions through external accounts such as "Instagram Ads", "InfoBDG", and "Facebook Ads". Furthermore, social networks are used by private universities to form online communities or online forums.

III.II. Research Model

Referring to the various explanations above, the form or model of internet-based interactive marketing for private universities is presented in the following figure:
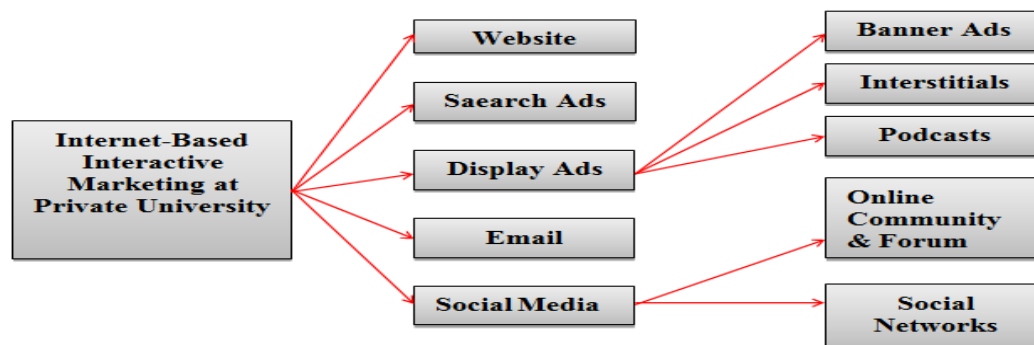
Figure 1: Model of Internet BasedInteractive Marketing at Private Universities.

IV. DISCUSSION

IV.I. Website Application in Private Universities

The website is the first interactive marketing media that is relied on by private universities in the Bandung City and around to inform the existence of their organizations and products to the wider community. Information content such as the type of courses program, accreditation, fees, scholarships, location, achievements, and student activities (extracurricular) are the most important to appear on the website. The website link for new student admissions on the main website of the university is also a very important part in responding to the information needs of prospective students more quickly and comprehensively. Online brochures must appear on the front page of the college website and must be easily found and accessed or downloaded.

IV.II. Search Ads Application in Private Universities

All universities use paid per search and pay per click ads to promote their organization, products, activities and achievements. Most universities collaborate with Google and Yahoo. MSN and Bing also used by one of private university. This promotion method used by them because it not use to many costs and also give the effective costs.

IV.III. Display AdsApplication in Private Universities

Video ads have been used by private universities. One of the universities put up display advertisements on popular sites such as "InfoBDG.com" and made special videos on the internet using youtube, namely "youtube channel Widyatama" (Witono&Puspitasari, 2017). For intermediate advertisements, there are not many who implement it, namely those that have been implemented are Tel-U, Unpar, Widyatama, and Unikom.

IV.III. EmailApplication in Private Universities

Email is the oldest internet communication media that is still used by private universities. Incidentally direct mail is used by private universities for prospective students (high school graduates) who have officially graduated in the form of invitation invitation letters and scholarship notification letters. Regularly direct mail is not used because of the nature of college promotion needs that do not need to be daily or routine. Prospective students need information about college after they graduate from high school until they get their favorite college.

IV. IV.Social Media Application in Private Universities

Social media commonly used by the general public is generally also used by universities for promotional purposes. Twitter, Facebook, line, Instagram and whats app are popular social media that are very beneficial for private universities. Social media will be useful when there are many positive word of mouth and universities must be careful and keep social media from being part of negative word of mouth. Thus universities must incorporate company agents into official social media used by companies to spread or trigger positive word of mouth.

V. CONCLUSION

Referring to the discussion above, it can be seen that it seems that universities with high webometric ranking utilize a variety of combinations of internet-based communication media comprehensively. The website is still the main promotional media for universities and is followed by social media usage and email usage. Other factors that also affect webometric ranking are online lecture programs or systems used by universities as well as activities (ratings) of lecturer publications in each college in Google School and SINTA DIKTI. In addition to online lecture activities, online trusteeship activities, online registration, online personnel information, various information systems and other online activities that are also applied by each university will certainly contribute to improving the college's webometric ranking. Thus, we can be assured that internet-based interactive marketing and webometrics ranking are important for the promotion of private universities in the Bandung City and around.

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