

Analisis strategi komunikasi pemasaran dalam pengembangan brand pada institusi pendidikan (studi kasus pengembangan universitas brawijaya sebagai "world class entrepreneurial university" = Analysis of the marketing communication strategy in brand development of educational institutions (case study on brand development of Universitas Brawijaya as "world class entrepreneurial university") / Dian Tamitiadini

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Abstrak

ABSTRAK
Penelitian ini bertujuan untuk mengetahui bagaimana proses pengembangan brand yang dilakukan oleh perguruan tinggi dan bagaimana posisi komunikasi pemasaran dalam pengembangan brand tersebut. Peneliti menggunakan model pengembangan brand milik Leslie de Chernatory yang terdiri dari brand vision, budaya organisasi, brand objective, audit brandsphere, brandessence, internal implementation dan brand resource, serta brand evaluastion. Berdasarkan hasil penelitian, kegiatan komunikasi pemasaran terkait pengembangan brand berada pada fase internal implementation dan brand resource. Kegiatan komunikasi pemasaran dalam perguruan tinggi dilakukan oleh bagian humas dan bagian promosi. Inti dari kegiatan komunikasi pemasaran dalam pengembanagn brand adalah kesesuaian isi pesan dan media terhadap tujuan yang diharapkan. Perguruan tinggi yang sedang mengembangkan mereknya harus memahami tujuan merek mereka dan mampu mengkomunikasikannya baik secara internal maupun eksternal dengan efektif

ABSTRACT

This research aims to understad how the brand development activity is carried out by universities and how marketing communications position in the development of the brand. Researchers used Leslie de Chernatory's model of brand development which is consists of brand vision , organizational culture , brand objectives , audit brandsphere , brandessence , internal implementation and brand resource, and brand evaluastion . Based on the results of this research , marketing communication activities is related to brand development activity. Marketing communication activities in university institution are conducted by public relations and promotion department. The main point of marketing communications activities in brand development is the suitability between the content of the message and the media to reach the goals . Universities which are developing their brand must understand the purpose of their brand and they have to be able in communicating effectively.