

ABSTRACT

Innovillage is one of the Corporate Social Responsibility (CSR) programs of PT. Telkom Indonesia, collaborating with Telkom University as the host campus and partnering with several higher education communities as a form of implementing relationship marketing concepts. Through relationship marketing, Innovillage has been able to enhance the involvement of students from all over Indonesia. Based on this phenomenon, Innovillage has experienced growth in terms of registered participants, campus participation, affected provinces, registered innovations, and total funding. However, in the third year of implementation, there was a decline due to the marketing strategy employed by Innovillage, which failed to demonstrate a structured progression according to the AIDA Models hierarchy.

This research aims to assess the extent of relationship marketing conducted by Innovillage in terms of the AIDA Models concept. The impact of this research is to determine the measurement of relationship marketing employed by Innovillage through AIDA models.

The method used is descriptive qualitative research. Data collection was done through in-depth interviews. Key informants were selected using purposive sampling, including the implementation team as key informants, prospective participants and participants as supporting informants, and experts as informants. The data analysis technique employed was miles and Huberman models.

During the implementation of the Innovillage program, it was found that the application of relationship marketing according to each level of the AIDA Models was suboptimal. The analysis results indicate that relationship marketing only helps Innovillage in communicating with university leaders to provide information. However, this information is not effectively relayed to the students, and there is a lack of strong encouragement in the student registration process. This indicates a lack of support or motivation among students to participate.

The findings of this research are expected to serve as an evaluation for organizers of student social competition programs, particularly Innovillage, in order to prepare advanced marketing strategies that can increase participants and expand the scale of social impact on society in the following years.

Keywords: *AIDA models, corporate social responsibility, marketing strategy, relationship marketing.*