

ABSTRACT

This research was conducted to determine the implementation of Telkom University's branding strategy as the best private campus through the Tel-U Talk program. The purpose of this study is to be able to inform what branding strategy is used through the Tel-U Talk program. This study uses the Brand Model Management theory from Chaffey & Smith (2013: 3) to analyze the branding strategy used in the Tel-U Talk program. The method used is a qualitative method with the type of descriptive research. This study provides research results, namely: (1) Situation Analysis, the first stage is to analyze audience interest, program design and identify the data needed. (2) Objectives, the second stage is to determine the concepts and themes, the objectives of the program, the mind mapping of the program, the characteristics of the program and the media to be used. (3) Strategy, the third stage is setting the time, promoting the program, compiling a program of events, and making a backup plan. (4) Tactics, the fourth stage is to analyze the composition of the program committee, member job descriptions, committee communication, communication media, other parties to work together, and arrange coordination. (5) Action, the fifth stage is to convey the objectives of the program to all elements involved, and implement the program. (6) Control, the sixth stage is to review the obstacles that occur, find solutions, review the responses of committee members and the audience and review the results of the program and innovations for the program.

Keywords: brand model management, branding strategy, public relations, Tel-U talk program