

ABSTRACT

Marketing communication plays an important role in the running of a company, including academic institutions. As one of the pioneers in educating the nation, each educational institution has its own uniqueness and characteristics that need to be conveyed through elements of the marketing communications mix that consist of advertising, sales promotion, events & experience, public relations & publicity, direct marketing, interactive marketing, words-of-mouth, and personal selling. The eight elements can lead the success of a company in marketing its products or services. This also applies to the marketing communication strategy implemented by SMA Darul Hikam Bandung as an educational institution that utilizes the value of “Berakhlak dan Berprestasi”. Therefore, this study aims to identify the application of the eight elements of the marketing communications mix as a strategy used to increase the number of students. Through descriptive narrative approach, research data were obtained by conducting interviews with the teaching staff and analyzing documents from the website and Instagram social media account @darulhikam.sma. The results of this study indicate that SMA Darul Hikam Bandung applies all of the elements listed and assesses word-of-mouth as the most useful form of marketing communication to increase the number of students.

Keywords: Marketing Communication Strategy, Marketing Communications Mix, Educational Institutions