

**PROMOTION STRATEGIES TO INCREASE NEW STUDENT  
ADMISSIONS AT PRIVATE UNIVERSITY  
(CASE STUDY OF STDI BANDUNG)**

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**ABSTRACT**

The main problem faced by STDI (Indonesian School of Design) is that this private campus has not been widely recognized by their target audience. In the midst of fierce competition between other similar private campuses, STDI has not yet become a favorite campus for prospective students who want to pursue higher education in design in Bandung, which has resulted in a decrease in the number of new students in the last six years (2018-2023). Seeing these problems, this research offers a solution in the form of promotional strategy recommendations to increase the number of new student admissions at private campuses in Bandung. The promotional strategy is designed using the design thinking theory approach, which focuses on the user. Data collection was done through observation, interviews, and questionnaires. The sampling technique was carried out by purposive sampling with the STDI research object as a case study which will be compared with similar competitors, namely ITHB (Harapan Bangsa Institute of Technology), Widyatama University, and UNPAS (University of Pasundan). The results of the study are recommendations for specific promotional strategies aimed at the target audience dominated by Gen-Z by applying promotional theory associated with the psychology and behavior of Generation Z.

**Keywords:** Design Thinking, Gen Z, Private Campus, Promotion Strategy, STDI