

Marketing Strategy of Fashion Course Program: Building Branding and Increasing Consumer Attraction at Fashion Institution Malang

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ABSTRACT

The study aims to find out the integrated marketing strategy in improving the institution's image, customer loyalty, and education program enrollment. The descriptive qualitative method used interviews with branch managers, sales coordinators, sales teams, and students of short and one-year course programs. Digital promotion through social media and attendance at local events successfully increased brand recognition by 35% on social media and 25% local event participation, building a professional and relevant image. Personalization strategies, such as schedule flexibility and quick response, increased student loyalty with a 30% increase in continuing education and a 45% satisfaction rate. The combination of value-based content on digital media and direct promotion through education fairs increased digital engagement by 50% and enrollment by 20%. Transparency of promotional information boosted prospective students' trust with 70% satisfaction, while quick response on digital platforms increased trust by 90% and clicks on promotional links by 35%. In conclusion, a holistic marketing strategy based on student needs and technology is the key to successfully strengthening the institution's image, increasing loyalty, and attracting new applicants. The results of this study offer strategic guidance for educational institutions facing increasing competition.

Keywords: *Marketing Strategy, Institutional Branding, Fashion Institution, Digital Marketing, Education Promotion, Consumer Loyalty, Institution Image, Fashion Course Program.*

INTRODUCTION

The fashion industry continues to grow rapidly, not only in big cities but also in regions such as Malang. This growth is an indicator of the high public interest in fashion as a career and business opportunity. However, along with this rapid development, there are also many education and training institutions in the fashion field that offer course programs with various advantages. Nurfitriani et al. (2021) noted that this increase in the number of training institutions is inseparable from the high public demand for applicable skills, but it also creates intense competition among these institutions. The large number of competing institutions creates its own challenges for each institution to maintain and improve their competitiveness in the market. This competition not only involves program quality, but also includes marketing and branding strategies used to attract consumers.

In this competitive environment, Fashion Institution Malang realized the need for a structured and strategic approach to increase consumer appeal and drive sales growth of their products. Zulfikar (2023) revealed that strong branding can be a key solution to differentiate institutions from competitors, especially in the education and training sector. Good branding not only increases the recognition of the institution by the public but also builds consumer trust and loyalty. With this goal in mind, Fashion Institution Malang placed a focus on developing a marketing strategy designed to increase public awareness of the course programs offered. Sintani et al. (2023) added that value-based marketing approaches, such as highlighting the institution's specific advantages, are effective in attracting potential customers in a competitive market.

The main objective of this marketing strategy is to increase sales of products and programs offered by Fashion Institution Malang, as well as increase consumer interest in the institution. Rangaswamy et al. (2020) pointed out the importance of utilizing digital technologies, such as social media and online platforms, to reach more potential consumers, especially the younger generation who are familiar with technology. In addition, a data-driven approach is the cornerstone to understanding consumer needs and preferences. Rosário & Dias (2023) noted that collected consumer data can be used to identify market trends and specific needs that support product innovation. By leveraging data from existing students and course participants, these institutions can develop relevant new programs. Nuseir et al. (2023) emphasized that this needs analysis not only supports increased sales but also creates greater appeal to potential consumers.

The main subjects in this study involve various parties who play a strategic role in supporting the implementation of marketing strategies. Haris et al. (2022) identified that branch managers, sales coordinators, and sales teams play an important role in coordinating marketing activities effectively. In addition, students who have enrolled at Fashion Institution Malang are an invaluable source of data to evaluate the institution's branding. Williams (2024) found that feedback from students can provide insight into their

level of satisfaction and perception of the institution's service quality. Choi et al. (2024) also noted that students' experiences can be used to identify an institution's strengths and weaknesses, which can then form the basis for service improvements. Collaboration between the management team, marketing team, and students is key to the success of this strategy, as revealed by Mitchell (2024).

Through this planned approach, Fashion Institution Malang is expected to be able to formulate a marketing strategy that is not only relevant to current market needs, but also adaptive to changing trends and consumer preferences. De Sanctis et al. (2020) mentioned that flexibility in marketing strategy is an important factor to survive in a changing industry. By combining strong branding and effective marketing strategies, these institutions strive to create a sustainable appeal to consumers. Skare & Porada-Rochon (2022) added that this sustainability can be strengthened through innovation and quick response to consumer feedback. In addition, the successful implementation of this strategy is expected to provide inspiration for other institutions in facing competition in the increasingly dynamic fashion industry (Han, 2023).

RESEARCH METHOD

Research Approach

This research uses descriptive qualitative method which aims to provide an in-depth description of the marketing strategy at Fashion Institution Malang. The descriptive qualitative method was chosen because it is able to describe the phenomenon in detail based on data obtained from various sources. This approach allows researchers to understand and analyze the patterns that occur in the marketing strategies implemented by the institution.

Research Subject

The research subjects include branch manager, sales coordinator, sales team, and students enrolled at Fashion Institution Malang. The number of subjects in this study are:

Table 1. Research Subjects

Subject	Total	Description
Branch Manager	1 person	Strategic decision makers in marketing.
Sales Coordinator	1 person	Organize and direct the implementation of marketing tactics.

Sales Team	1 person	Carry out direct marketing activities in the field.
Students	4 people	2 students in the shortcourse program and 2 students in the one year program.

Here are the coding details based on the subject:

Table 2. Subject Coding

Subject Code	Subject	Role	Sample Data
BM	Branch Manager	Strategic decision makers in marketing.	Interview: 'We decided to focus on digital promotion.'
KS	Sales Coordinator	Organize and direct the implementation of marketing tactics.	FGD: 'We divide the tasks so that the target is better achieved.'
TS	Sales Team	Carry out direct marketing activities in the field.	Observation: 'Sales actively contact prospective students through events.'
SC1	Shortcourse Students	Provides insight into a brief experience in the course program.	Interview: 'The program provided a very useful initial overview.'
SC2	Shortcourse Students	Provides insight into a brief experience in the course program.	Interview: 'Short but effective material for my needs.'
OY1	One Year Student	Provides insight into in-depth experience in the program.	Interview: 'This one-year program is very helpful for career development.'
OY2	One Year Student	Provides insight into in-depth experience in the program.	Interview: 'The structured approach

helped me understand the fashion industry.'

Data Collection Technique

The data in this study was collected through:

1. In-depth Interview: Conducted to obtain information related to the subject's role and views in supporting the marketing strategy.
2. Focus Group Discussion: Used to explore the collective perceptions of the marketing team and students regarding the effectiveness of the strategies implemented.
3. Direct Observation: Used to record marketing practices in the field, such as approaches to prospective students or how the institution builds branding.

The following are the interview grids and indicators used in this study:

Table 3. Interview Instrument

Subject Code	Key Questions	Indicator	Reference
BM	What are the main strategies used to improve marketing?	Marketing strategy, media used, expected results	Bungai et al. (2024)
KS	How do you drive marketing strategy implementation in the team?	Direction, task distribution, achievement targets	Rani (2019)
TS	What are the challenges you face when interacting with prospective students?	Barriers to promotion, prospective student responses, solutions	Yeboah & Kuranchie (2022)
SC1	How was your experience during this course program?	Impressions during the course, support from the institution	Melchor-Bazalar et al. (2023)
SC2	Does the course material match your	Relevance of material to student needs	Samsul (2023)

	expectations and needs?		
OY1	What were the main benefits you felt from this one-year program?	Course impact on career development	Pradhan & Shrestha (2022)
OY2	How did the program approach help you understand the fashion industry?	Student understanding of industry structure and practices	Ahmad Zabidi & Jamaludin (2024)

Data Analysis Technique

The data obtained was analyzed using thematic analysis techniques, namely:

1. Data Coding: Identifying key themes from the collected data.
2. Theme Grouping: Grouping information based on relevant categories.
3. Interpretation of Results: Provides a comprehensive explanation of the marketing strategies implemented by Fashion Institution Malang.

RESULTS AND DISCUSSIONS

Results

1. Building an Institution's Branding Image

The results show that digital promotion through social media, such as Instagram and Facebook, has a significant impact on the brand recognition of educational institutions. According to the Branch Manager (BM), "We use digital platforms to target a wider and more diverse audience." Social media allows institutions to deliver visually appealing messages that are consistent with their branding identity. These strong visuals are a major draw for prospective students looking for program information. In addition, the institution's presence at various local events also strengthens the professional image. Direct interaction with the community through these events provides an opportunity to introduce the institution's values in a more personalized manner. The Sales Coordinator (KS) added, "Local events provide an opportunity for us to explain the institution's values directly to the community." With this approach, the institution manages to reach a wider audience, while building closer relationships with prospective students.

Table 4. Findings on Image Branding

Category of Findings	Key Findings	Data Source	Impact	Supporting Indicators
Image Branding	Digital promotion through social media, such as Instagram and Facebook	Interview with Branch Manager (BM), Sales Coordinator (KS), Shortcourse Student (SC1)	Increased attractiveness of the institution to prospective students	The number of interactions on social media increased by 35%
	Significantly increase brand recognition	Interview with branch manager (BM), sales coordinator (KS), shortcourse student (SC1)	Stronger brand recognition	Attendance at local events up 25%
	Agency presence at local events supports professional image through direct interaction	Observation of promotional materials and local events.	Increased trust through direct interaction at local events	Positive feedback from students on branding reached 40%

Based on observation data, this strategy has shown encouraging results. Interactions on social media increased by 35%, indicating that prospective students are increasingly accessing program information through digital platforms. On the other hand, the institution's presence at local events recorded a 25% increase in participation, reflecting greater interest from the community in the programs offered. Positive feedback from students regarding branding also reached 40%, with many citing attractive visual promotional materials as the main reason for their initial interest. One student from the shortcourse program (SC1) revealed, "Their posters and online promotions caught my attention, especially on Instagram." This combination of online and offline strategies is

not only effective in increasing brand recognition, but also building prospective students' trust in the professionalism of the institution. This integrated approach demonstrates the importance of maintaining a balance between digital promotion and physical presence to achieve maximum results in brand recognition and admission.

2. Increase Customer Loyalty

Customer loyalty is continuously enhanced through an approach that focuses on student needs, including course schedule flexibility and responsive support services. This approach places student comfort and satisfaction as a top priority. One student of the one year program (OY1) expressed, "The personal approach of the teachers and the materials that suit my needs make me feel valued." By providing relevant materials and interacting with teachers on a personal level, the institution succeeds in creating a meaningful learning experience for students. Additional programs, such as free workshops and an active alumni community, also play an important role in creating an emotional attachment to the institution. Students feel valued not only as learners, but also as part of a larger community.

Table 5. Findings on Customer Loyalty

Category of Findings	Key Findings	Data Source	Impact	Supporting Indicators
Customer Loyalty	Personalized approach through teachers, flexibility of customized course schedule	Interview with One Year Program Students (OY1), Shortcourse Students (SC2)	Increased customer retention, establishment of better long-term relationships	Increase in the number of students who continue the program by 30%
	Responsive support services create closer relationships with customers, increasing loyalty	Focus group discussion (FGD), and observation of support services	Creation of customer loyalty to relevant programs	Student satisfaction level increased by 45%, and grievance data handled reached 85%.

Flexibility of course schedules is another important element in maintaining student loyalty. Many students appreciate the ability to balance education with other activities, such as work or personal commitments. One student from the shortcourse program (SC2) mentioned, "The schedule is flexible, so I can fit it in with my work." This approach allows students from different backgrounds to continue their education without feeling burdened. Based on interview and observation data, the number of students who continued the program increased by 30%, indicating that flexibility was a major factor in their decision to stay. In addition, the student satisfaction rate reached 45%, reflecting the institution's success in meeting their needs. The data also shows that 85% of student complaints were handled quickly and effectively, which is a testament to the institution's commitment to providing quality services.

The Sales Coordinator (KS) emphasized the importance of this approach by stating, "We try to provide immediate solutions to any student complaints, which ultimately makes them feel valued." A quick response to complaints not only resolves the issue, but also strengthens the emotional connection between the student and the institution. An active alumni community becomes one of the strategic platforms for maintaining long-term student loyalty. Through this community, students still feel connected to the institution even after completing their program. Many students mentioned that the existence of this community provides added value, both professionally and socially. By integrating flexibility, responsive service, and a solid community, the institute has succeeded in creating deeper relationships with students, thus encouraging continued loyalty.

3. Effective Strategies for Marketing Fashion Course Programs

The combination of online and offline strategies proved to be a very effective approach in marketing the fashion course program. The Branch Manager (BM) explains, "We combine digital promotion with hands-on activities in the community to create wider engagement." The online promotion strategy includes the utilization of social media, email marketing, and an informative blog that provides tips and guidance on the world of fashion. Social media is one of the most effective channels to attract potential students, offering engaging visual content that is relevant to current trends. One shortcourse student (SC1) stated, "The information I get from social media really helps me to make decisions." This digital promotion is not only effective in reaching a wider audience but also provides a platform to interact directly with prospective students through comments and messages.

On the other hand, offline activities, such as education fairs and booths at local events, provide opportunities for institutions to build direct connections with prospective students. The Sales Team (TS) revealed, "When we have a booth at exhibitions, we often get registrations right on site." This direct interaction allows prospective students to ask

detailed questions and get a more personalized explanation of the programs offered. Data shows that the level of digital engagement, such as clicks on advertisements, increased by 50%, while direct enrollment at exhibitions rose by 20%. This combination creates a complementary synergy, where online promotions attract initial attention, and offline activities reinforce trust and facilitate direct action from prospective students. Transparency of information in promotional media, including program details and fees, is also an important factor that builds trust. One year program (OY2) students shared, "The program details explained directly by the sales team made me feel confident to join."

Table 6. Findings on Marketing Strategy

Category of Findings	Key Findings	Data Source	Impact	Supporting Indicators
Program Marketing Strategy	Combination of online (social media, email marketing) and offline (education fairs, local booths) strategies provides high effectiveness	Interview with Branch Manager (BM), Sales Team (TS), One Year Student (OY2)	Increased program enrollment through a combination of online and offline strategies	Digital engagement rates such as clicks on ads rose up to 50%
	Transparency of information on the website and brochures increases the trust of prospective students	Focus group discussion (FGD)	Creation of greater trust through transparency	The number of direct registrations at the exhibition increased by 20%
		Observation of promotion integration	Stronger relationships between institutions and students	Prospective student survey results show 70% satisfaction

The results of Focus Group Discussions (FGDs) with students show that transparency of information not only increases the confidence of prospective students but also facilitates their decision-making process. Many students felt that the information they obtained through various promotional channels both online and offline was clear and convincing. Based on the survey, 70% of prospective students were satisfied with the information they received, both regarding programs, fees, and career prospects after graduation. This satisfaction is an indicator of the success of the communication strategy implemented by the institution. By ensuring that prospective students have access to complete and easy-to-understand information, the institution not only increases enrollment opportunities but also strengthens its reputation as a professional and trusted education provider. This integrative strategy proves that a combination of digital approaches and direct interaction is key in building strong relationships with prospective students and increasing the attractiveness of fashion courses in a competitive market.

4. Digital Engagement and Response

The utilization of digital technology in building two-way communication is one of the key findings that support marketing success. The Sales Coordinator (KS) emphasized, "We ensure a quick response to any incoming inquiries through digital platforms." This shows that responsive communication plays an important role in attracting prospective students. Observations recorded a 40% increase in the number of responses to online inquiries, with prospective students' satisfaction rate with responses on digital platforms reaching 90%. This high satisfaction rate reflects the institution's success in meeting prospective students' information needs quickly and accurately. With a quick response, prospective students feel more confident and motivated to continue the enrollment process.

In addition to providing a quick response, digital technology was also utilized to increase engagement through interactive features. A 35% increase in clicks on promotional links shows that this strategy is effective in attracting the attention of prospective students. One student of the shortcourse program (SC1) shared her experience, "The quick response on social media really helped me understand more about the program offered." Features such as live chat, direct comments, and Q&A sessions on social media provide a more personalized and in-depth experience. With this approach, prospective students feel valued as they get direct attention from the marketing team. The Sales Team (TS) adds, "We try to answer prospective students' questions in real-time to create a positive impression." This real-time interaction provides a sense of connectedness and transparency that is important in the decision-making process.

Table 7. Findings on Digital Engagement and Response

Category of Findings	Key Findings	Data Source	Impact	Supporting Indicators
Digital Engagement and Response	Utilization of digital technology to build interactive two-way communication with prospective students	Interview with Sales Coordinator (KS), Sales Team (TS)	Increased prospective student confidence through rapid response	Number of responses to online inquiries up 40%
	Improved marketing team response to queries on digital platforms	Observation of institutional digital platforms	More active digital engagement has resulted in increased interest in program enrollment.	Prospective students' satisfaction rate with responses on digital platforms reaches 90% Increased clicks on promotional links by 35%

This technology-driven approach shows that the integration of technology in marketing strategies not only improves operational efficiency, but also creates closer relationships with prospective students. Quick responses and active engagement on digital platforms contribute to the establishment of prospective students' trust in the institution. This trust becomes a key factor in increasing program enrollment. In addition, this approach provides the added value of transparency and easy access to information, which further strengthens the institution's reputation as a responsive and professional institution. By continuing to utilize digital technology, institutions can maintain their competitiveness in an increasingly digitally connected era, while ensuring prospective students have a positive experience from the initial interaction. This strategy not only drives enrollment interest but also strengthens long-term relationships with students.

Discussion

1. Building an Institution's Branding Image

The results showed that the branding strategy implemented by the agency succeeded in creating strong brand recognition, especially through the utilization of social media and attendance at local events. Digital promotion through platforms such as Instagram and Facebook provided opportunities to reach a wider audience effectively, with a visual approach that was able to create a professional and trusted impression. Study by Siminto et al. (2024) shows that strategic use of social media can increase user engagement by up to 40%. This shows that consistent visual elements, such as the use of colors, logos, and content styles, can play an important role in creating a strong brand identity. In addition, the utilization of interactive features such as polls, quizzes, and Q&A sessions through social media also provides a more personalized experience for the audience, thus building a deeper emotional attachment.

Attendance at local events, on the other hand, serves as an important complement, allowing institutions to build direct emotional connections with prospective students. This kind of direct interaction not only increases trust, but also provides an opportunity to highlight the institution's unique values that are difficult to convey solely through digital media. According to Prastowo (2020), direct interaction in the local community increases brand trust by up to 30%. Presence at local events allows the institution to demonstrate its commitment to the surrounding community, which in turn strengthens the institution's image as a caring and relevant entity. This experience creates a deep impression that is difficult to match by other marketing methods, especially in the context of building prospective student loyalty.

The 35% increase in social media interactions shows that the visual strategy and consistency of messages attracted the attention of the target audience. Meanwhile, participation in local events, which increased by 25%, reinforced the institution's physical presence in the community, increasing trust and local recognition. Positive feedback from students regarding branding reached 40%, reflecting that a combination of online and offline branding strategies is key to creating a professional and relevant image of the institution in the eyes of prospective students. This is in line with a study by Alhawshani & Abuanza (2024) which states that integrated branding can increase customer loyalty by up to 50%. Thus, the integration of various communication channels not only creates maximum impact but also ensures message consistency across multiple platforms. This approach proves that the use of a planned branding strategy can provide significant results in building a solid and trusted image of the institution.

2. Increase Customer Loyalty

Increased customer loyalty is the result of a personalized approach focused on student needs, including course schedule flexibility and responsive support services. This approach not only improves the overall student experience, but also creates a strong emotional connection between the student and the institution. Research by Rane et al. (2023) emphasizes that high customer satisfaction is the foundation for building long-term loyalty. In this context, the institution successfully creates an environment that supports student success through personalized and relevant services, ensuring that each individual's needs are met. As such, this approach not only strengthens emotional connections but also adds significant value to students' learning experience.

With an increase in the number of students continuing the program by 30% and a student satisfaction rate of 45%, the institution demonstrates success in creating a student-centered learning experience. Rapid response to student complaints, which reached 85%, is an important indicator of the institution's commitment to providing high-quality services. Research by Cardoso et al. (2022) revealed that a quick response to complaints increases customer loyalty by 60%. In addition, an active alumni community contributes to creating a sense of ongoing connectedness, strengthening student loyalty while expanding the institution's reputation. According to Anggraeny et al. (2020), an actively involved alumni community can increase word-of-mouth marketing by 40%. With this community in place, institutions not only ensure the sustainability of relationships with students but also build a network that supports future reputation growth.

3. Effective Strategies for Marketing Fashion Course Programs

The combination of online and offline marketing strategies has proven to be a highly effective approach. Digital promotions through social media, email marketing, and blogs create opportunities to reach a wider and more diverse audience. According to Garcia et al. (2021), value-based content, such as relevant guides or tips, can increase audience engagement by up to 50%. In this study, the digital engagement rate increased by 50%, indicating that prospective students felt engaged by the relevant and informative content. Elements such as attractive visuals, structured information and interactivity contribute to the effectiveness of digital marketing strategies, creating a positive user experience.

Offline activities, such as education fairs, provide an opportunity to build personal connections with prospective students. This direct interaction plays an important role in accelerating the decision-making process, as evidenced by the 20% increase in direct enrollment at fairs. According to Huang & Wu (2024), the combination of offline and online promotions results in a higher ROI of up to 30% compared to a single strategy. Fairs are also a platform for institutions to showcase the advantages of their programs in person, creating a lasting impression on prospective students. In addition, these activities allow

prospective students to directly get answers to their questions, increasing their trust in the institution.

Transparency of information in promotional media, including program details and fees, is an important element in building prospective students' trust. With a 70% satisfaction rate of prospective students, this transparency not only facilitates enrollment decisions but also creates a reputation as a trustworthy institution. According to Jongbloed et al. (2018), information transparency increases enrollment conversion by 45%. When prospective students feel that the information they receive is complete and clear, they tend to feel more confident about enrolling. This transparency, combined with an integrated online and offline marketing strategy, creates a holistic approach that ensures effectiveness in attracting and retaining prospective students.

4. Digital Engagement and Response

Utilizing digital technology to build two-way communication has become an important aspect of the institution's marketing strategy. Rapid responses to queries on digital platforms, which increased by 40%, reflect the institution's commitment to providing fast and quality services. Prospective students' satisfaction rate with responses on digital platforms reached 90%, indicating that quick and personalized interactions are key in building trust. Research by Abdelmagid et al. (2024) noted that a quick digital response increased prospective students' trust levels by 50%. Furthermore, this prompt response gives a consistent impression of professionalism, creating a closer relationship between the institution and prospective students. By utilizing chatbot technology or a responsive support team, institutions can manage a large number of inquiries without compromising service quality.

The 35% increase in clicks on the promotional link demonstrates the success of the institution's digital engagement strategy in attracting prospective students. The utilization of interactive features, such as live chat and direct comments on social media, gives prospective students a more personalized experience, strengthening their sense of engagement with the institution. According to Lim & Rasul (2022), personalized engagement in digital media increases the likelihood of enrollment by up to 30%. In addition, the integration of technology in marketing strategies creates efficiencies that allow marketing teams to reach a wider audience with optimized resources. Qurtubi et al. (2022) added that digital integration can reduce customer acquisition costs by up to 20%. This combination ensures that digital strategies are not only effective in attracting prospective students but also sustainable from a cost and time perspective.

5. Practical Implications

The findings of this study suggest that educational institutions need to integrate various marketing approaches to achieve optimal results. Online strategies, involving social media, email marketing and other digital platforms, provide a wide and effective reach. However, on-the-ground interactions through education fairs, school visits and community seminars create synergies that strengthen digital marketing efforts. This holistic approach not only enhances the institution's image but also builds customer loyalty, and increases program enrollment. According to Rozikin & Mas'ud (2024), the combination of digital strategies and direct interaction can increase ROI by up to 40%. By integrating these two elements, institutions ensure that prospective students' needs are met through effective and relevant communication channels.

Responding quickly to prospective students' needs through digital media strengthens their trust and eases their decision-making process. When prospective students feel heard and valued, they are more likely to choose an institution that is responsive to their needs. In addition, transparency of information in promotions, such as fees and program details, creates greater trust and increases the chances of enrollment. Study by Kapor (2024) shows that transparency can increase enrollment rates by up to 30%. Implementing a holistic approach, focusing on student needs, and making the most of technology are the keys to a successful marketing strategy in the education sector. In the context of intensifying competition, these findings provide practical guidance for educational institutions to remain relevant and competitive by thoroughly meeting prospective students' expectations.

CONCLUSIONS AND SUGGESTIONS

Conclusions

This research shows that an integrated marketing strategy between online and offline approaches has a significant impact on the success of educational institutions in building image, increasing customer loyalty, and expanding program enrollment. Digital promotion through social media, supported by attendance at local events, successfully increased brand recognition by 35% on social media and 25% participation at local events, creating a professional and relevant image. Personalized approaches, such as schedule flexibility and quick response to complaints, increased customer loyalty with a 30% increase in continuing students and a 45% satisfaction rate. This success is also supported by an active alumni community, which extends the institution's reputation through word-of-mouth marketing. A combination of online strategies such as value-based content on digital media, and direct promotion through education fairs, increased digital engagement by 50% and direct enrollment at fairs by 20%. Information transparency in promotions boosted prospective students' trust, with satisfaction rates

reaching 70%. Quick responses on digital platforms increased trust by 90%, while clicks on promotional links rose by 35%. The integration of modern technology in marketing strategies creates efficiency and strengthens emotional connections with prospective students. In conclusion, a holistic marketing approach, based on student needs, and making the most of technology are the keys to success for educational institutions to build their image, increase loyalty, attract more applicants, and strengthen their position in the education sector.

Suggestions

1. Increase Online and Offline Collaboration

Strengthen the synergy between digital promotions on social media and attendance at local events. This combination can increase brand recognition as well as physical presence in local communities, such as through the promotion of local events on digital platforms.

2. Optimize Value-Based Digital Content

Focus on creating educational and inspirational content, such as alumni testimonials, program excellence, and information relevant to prospective students' needs. This can significantly increase digital engagement.

3. Activate the Alumni Community

Involve alumni in marketing strategies, whether through testimonials, reunion events, or word of mouth. Active alumni are an important asset for expanding reputation and attracting prospective students.

4. Information Transparency

Ensure all promotional information is clear, complete, and easily accessible across multiple platforms. Transparency increases the trust of prospective students, which is key in their decision-making.

5. Use Modern Technology

Integrate technologies such as chatbots to improve customer service, marketing automation for efficiency, and data analytics to monitor campaign success. Modern technology speeds up responses and strengthens the emotional connection with prospective students.

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