FACTORS ANALYSIS TO IMPROVE NUMBER OF
STUDENTS-LAW STUDY PROGRAM,
PRESIDENT UNIVERSITY, CIKARANG

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PANEL OF EXAMINERS
APPROVAL SHEET

This Panel Examiner declare that the skripsi entitled “Factors Analysis To Improve Number Of Students-Law Study Program, President University, Cikarang” prepared and submitted by Ferdinand Putra majoring in Management from Faculty of Business was assessed and approved to have passed the Oral Examination at May, 22th 2018.

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DECLARATION OF ORIGINALITY

I declare that this skripsi, entitled “FACTORS ANALYSIS TO IMPROVE NUMBER OF STUDENTS-LAW STUDY PROGRAM, PRESIDENT UNIVERSITY, CIKARANG” is to the best of my knowledge and beliefs; an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, 16th May 2018

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ABSTRACT

This research highlights the factors and analyzes the marketing strategy approached of Law study program of President University. The objective of this research is to determine the current problems that exist in Law study program of President University resulting in a low number of students of Law study program of President University. This research uses qualitative methods of research and the researcher use the subjective experience and perspective of the various types to describe a particular phenomenon. There might be factors that create reason why Law study program of President University is not attracted the prospected student. Promotions and different approach already given but the result did not increase significantly. Seen there are issues that need to be mapped to see from related resources, there are many university programs that are forced to close because they can not attract students to enter university.

*Keywords: Factors, Marketing strategy, Decision making*
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# TABLE OF CONTENTS

PANEL OF EXAMINERS APPROVAL SHEET ................................................................. i
DECLARATION OF ORIGINALITY ............................................................................ ii
ABSTRACT ................................................................................................................... iii
ACKNOWLEDGEMENT ............................................................................................... iv
TABLE OF CONTENTS ............................................................................................... vi
LIST OF TABLES ......................................................................................................... ix
LIST OF FIGURES ....................................................................................................... x

CHAPTER I INTRODUCTION ......................................................................................... 1
  1.1 Background ......................................................................................................... 1
  1.2 Problem Identification ....................................................................................... 3
  1.3 Research Question ............................................................................................ 3
  1.4 Research Objectives ......................................................................................... 4
  1.5 Research Limitation ......................................................................................... 4
  1.6 Significance of the Study .................................................................................. 4
  1.7 Organization of the Thesis ............................................................................... 5

CHAPTER II LITERATURE REVIEW .............................................................................. 6
  2.1 Marketing strategy .............................................................................................. 6
  2.2 Marketing Communications .............................................................................. 7
  2.3 Promotion .......................................................................................................... 10
  2.4 Facilities at Education Sector ............................................................................ 11
  2.5 Reputation ......................................................................................................... 13
  2.6 Tuition Fee ........................................................................................................ 14
  2.7 Accreditation .................................................................................................... 15
  2.8 Impact of Accreditation on Study Program ....................................................... 18
  2.9 Purchasing Decision ........................................................................................ 19
5.2 Recommendation............................................................ 61

REFERENCES.............................................................................. 64

Books....................................................................................... 64
Journals.................................................................................... 65
Websites................................................................................... 68

APPENDIX.................................................................................. 70

Interview Transcript .................................................................. 70
LIST OF TABLES

Table 1. 1 Number of Student President University from last 5 years .......................... 2
Table 2. 1 Previous Research ........................................................................................................... 22
Table 4. 1 Law 2014 Awards and Recognition ............................................................................... 45
Table 4. 2 Law 2015 Awards and Recognition ............................................................................... 46
Table 4. 3 Law 2017 Awards and Recognition ............................................................................... 46
Table 4. 4 Data of Total Tuition Fee (base on every university’s regulation) .............................. 49
Table 4. 5 Summary of the Respondents ......................................................................................... 52
LIST OF FIGURES

Figure 2. 2 Relationships between SN-Dikti and Accreditation Criteria Figure ...................... 17
Figure 2. 3 Evaluation Criteria ......................................................................................... 18
Figure 3. 1 Research Framework Structure ........................................................................ 28
CHAPTER I
INTRODUCTION

1.1 Background
Educational institutions have become industrial commodities that are treated like a company. The growth of private universities makes the competition for competing students is tight. Every year, there are big number of new universities enrolling in Indonesia, in other words, the competition is getting tougher. Competition begins even when prospective students are still studying their high school.

Although educational institutions should not prioritize profits, but the phenomenon has now changed. Funds based on funding from a particular institution or foundation independently are very rare. Government assistance can be said very little and only in certain areas. More colleges have to provide their own funds and usually their main source of income is from the admissions of their students. Thus the more students who are willing to go to college, the potential increase in income can occur. Although the number of new students enrolling is not the only measure of college success, failure targeted recruiting students could have an impact on the reduced income will ultimately affect the performance of the organization.

Data from the Ministry of Research and Technology Higher Education Indonesia (Kemenristekdikti RI) states that the total Indonesian universities in the academic year 2017/2018 even semester reached 4.595 units; while in the academic year 2016/2017 registered reached 4.504 units (Kelembagaan.ristekdikti.go.id). Data shows that in a period of year there 91 universities enrolled. Competition among the education sector universities both public and private sector in the fight over the "market" to attract the students are quite heavy, universities in demand also to be exist. Not a few colleges are closed because no students who want to apply to the university.
Prospective students will choose the best private universities based on their perceptions. This perception is formed by comparing the reputation among private universities. Positive image is usually formed if private university has good learning infrastructure, accreditation status and graduation is not difficult to find work (Handayani et al, 2013). Thus intensive competition, the existence knowledge and good marketing strategies from all over university to attract prospective students from various high schools in Indonesia is needed especially in private university.

The concerns also led researchers to find a problem that occurred at President University, one of the leading private universities that compete in the Indonesia educational sector. This private university is located in Jababeka Industrial park, Cikarang. It currently has several study programs, one of famous international international-based universities in past years. But one of the study program is being the minority by the past 5 years (counted by amount of student enrolled). The table below shows that the total of student enrolled based on five years

<table>
<thead>
<tr>
<th>Majors</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>192</td>
<td>191</td>
<td>198</td>
<td>160</td>
<td>151</td>
<td>892</td>
</tr>
<tr>
<td>Business Administration</td>
<td>104</td>
<td>154</td>
<td>161</td>
<td>114</td>
<td>116</td>
<td>649</td>
</tr>
<tr>
<td>International Relations</td>
<td>172</td>
<td>195</td>
<td>244</td>
<td>185</td>
<td>259</td>
<td>1055</td>
</tr>
<tr>
<td>Law</td>
<td>24</td>
<td>53</td>
<td>32</td>
<td>38</td>
<td>48</td>
<td>195</td>
</tr>
<tr>
<td>Communication</td>
<td>89</td>
<td>129</td>
<td>153</td>
<td>103</td>
<td>113</td>
<td>587</td>
</tr>
<tr>
<td>Management</td>
<td>294</td>
<td>322</td>
<td>323</td>
<td>211</td>
<td>263</td>
<td>1413</td>
</tr>
<tr>
<td>Information System</td>
<td>84</td>
<td>105</td>
<td>74</td>
<td>64</td>
<td>72</td>
<td>399</td>
</tr>
<tr>
<td>Engineering</td>
<td>210</td>
<td>308</td>
<td>220</td>
<td>223</td>
<td>227</td>
<td>1188</td>
</tr>
<tr>
<td>Information Technologies</td>
<td>44</td>
<td>70</td>
<td>79</td>
<td>60</td>
<td>70</td>
<td>323</td>
</tr>
<tr>
<td>Grand Total</td>
<td>1213</td>
<td>1527</td>
<td>1484</td>
<td>1158</td>
<td>1319</td>
<td>6710</td>
</tr>
</tbody>
</table>

*Source: President University*
According to the table above, the data shows that student enrolled in 5 years past in law study program is lower than others study program in President University. Where president university’s target is two classes which are consists of 40 students per class. Watching this phenomenon, it is possible if the study of law programs is closed in the future because of the declining enrolled number of students will be a loss for the university itself. It could be seen by economic logic aspect, the lack of income from student payments will have an impact on the costs incurred to finance the faculty in the study program. It could bring more financial problem.

1.2 Problem Identification
In this research has gathered the data before doing the research by took the data from academic and marketing of President University as the comparison data. In this research founded that Law study program of it is one of the lowest sum of the student in 5 last years. Therefore, it could be concluded as the problem on creating marketing bases of selling study program of Law.

In this case study, the researcher would like to identify the problem based on marketing management way of study. Therefore, the researcher interviewed 4 sources as the respondents of this research, to find the problem and identify the problem so it could be solved and boost the law student prospects.

1.3 Research Question
This study is intended to answer the following research questions:

1. Why does Law study program have the least amount of enrollees compared to the other study programs?
2. How can marketing department support Law study program of President University do to attract the prospective student?
3. What kind of improvement that Law study program needed (outside marketing authority) to get the projected amount of prospected student?

1.4 Research Objectives

1. To determine the factors that affect the amount of enrollees compared to the other study programs. Also examine these factors based on literature review.
2. To determine the marketing strategy that used by marketing division and find the suitable strategy that President University should do to attract the prospective student of Law if there is any issue.
3. To find improvement that Law study program needed (outside marketing authority) to get the projected amount of prospected student.

1.5 Research Limitation

This study is limited to Law Study Program of President University.

1.6 Significance of the Study

This research might be significant to

1. For the Objects of research (Company).
   This study will provide more valuable information about the effective marketing strategy to increase its potential student’s interest of Law study program. so the object of researcher can develop the strategy and find the solution of the problem that has been occur in 5 past year.

2. For Future Researcher.
   For education purpose, thus research could give more educative input about the factors that could increase the student of law study program.
1.7 Organization of the Thesis

To facilitate the readers’ understanding and writing of this study, the researcher divides this study into the several chapters.

Chapter I, Introduction

In this chapter, researcher will discuss the background of this study. It also consist the problem facing Law study program of President University, the research questions will be answered by doing this research and objectives of this study.

Chapter II, Literature Review

The literature review will show the literature study of every circumstance, each point will be review from theory, and other sources. In this part, definition and other factor will be explained.

Chapter III, Methodology.

The methods that will be explain which qualitative approach is.

Chapter IV, Data Interpretation and Analysis

The data that the researcher got form the correspondent of the direct interview and emphasize it with existing literature.

Chapter V, Conclusion and Recommendation.

Finally by conclusion and recommendation, the researcher summarized all the study and came with the recommendation that given to relevant institutions.
CHAPTER II
LITERATURE REVIEW

The description of the literature review begins with a presentation of several theories that support this thesis writing. At first, the writer would like to describe the concept of Marketing, hen the writer describe about Communication Marketing Strategy in educational business purposes. After that the writer describes about the Promotion. Then, the writer will describe about the literatures study behind factors. Then the writer describe about the of the factors with decision making and purchase decision. All of theories are the theory that underlying this thesis.

2.1 Marketing strategy
Assauri (2011) states that the marketing strategy is the result of the performance of the entrepreneur related to the flow of goods and the producers to consumer’s hand. In this case many marketing strategy decisions must be made long before the product is produced, such as decisions about the products made, the market, the price and the promotion. For example, the marketing strategy's decision may be what product should be produced, whether it should be designed, whether it needs to be packaged, and what brand to use for that product. Decisions about the product must be linked to the intended target market. Similarly, regarding the planned selling price level as well as advertising or advertisement activities and personal selling, should be done long before the goods or services are produced. Furthermore, Assauri (2011) states that:

a. Marketing strategy is the activity of creation and submission level welfare of life to members of the community.

b. Marketing strategy is an effort to provide and deliver the right goods and services to the right people at the right place and time and price with the right promotion and communication.

c. A marketing strategy is an attempt to create and submit a standard of living.
d. Marketing strategy is a human activity directed to meet and satisfy the needs and desires through the exchange process.

Rationale marketing strategy as expressed Kotler (2009), starting from the needs and desires of humans. Humans need food, air, water, clothing, and shelter to survive. A narrow view in the sense of marketing strategy causes many entrepreneurs or business world is still oriented to production or thinking in terms of production. They emphasize what products are produced, not what products are marketed. Products cultivated by the company, designed by technicians or engineers, processed or produced by production people, then set the price on the basis of cost calculations by accountants or finance, and submitted to the sales volume manager for sale. The limited understanding of this marketing strategy has caused many companies to experience difficulties in the continuation of their lives in recent years. This is because of the increasing competition in marketing strategy of existing products / services.

2.2 Marketing Communications
Kotler and Keller (2012) stated that marketing communication is a means by which the company tries to inform, persuade and remind consumers directly or indirectly about the products and brands sold.

Thus it can be concluded that marketing communication in educational institutions is an activity in marketing by using techniques and communication means that aims to provide information and understanding to others in the hope that the objectives of the institution can be achieved, which is marked by an increasing number of prospective students who want to register. Marketing communication aims to gain a wider segmentation. This study can be said as a number of efforts to strengthen customer loyalty to the product of goods and services owned by the institution.

Promotion is a means for institutions in the form of an activity with the aim of creating a directional communication between producers and consumers. Marketing communications need to be done to inform the availability of such products in the market. To achieve the desired level of sales, the institution needs to provide guidance
or information about the product in order to achieve the desired target market of the institution. Marketing communication is one marketing activity that seeks to disseminate information, influence, and or remind target markets of companies and products to be willing to accept, buy and loyal to products offered by producers. Basically not all consumers know how to meet their needs or do not realize the existence of a product that is able to meet their needs.

Educational institutions are aware of the situation so as to try to inform about the services they offer to prospective students. Although the prospective students already know the information, they will not necessarily choose the institution concerned. Educational institutions need to persuade and convince prospective students to be willing to vote. Therefore, educational institutions need to conduct promotional activities by communicating to consumer. Because promotional activities are basically a communication process between producers and consumers, so understanding communication is necessary for manufacturers.

Machfoedz (2010) stated that to understand what marketing communications means, it is necessary to examine two basic parts: marketing and communication. Marketing is a set of activities developed by organizations to transfer value, through exchange, to their customers. Communication is a process that conveys the shared meaning between individuals or between organizations and individuals. Clearly we can say that how an organization wants to show and say something is a picture of the message, through appropriate communication media.

Thus, marketing communications means a process and concept of an integrated product or service to be communicated to the consumer through one or more channels, on an ongoing and integrated basis that aims to sell the product or service. The reality of communication in the order of marketing activity has changed the marketing paradigm that becomes the current parameter. The main factor to be considered is the significant environmental influences on changes. With the change, the marketing strategy should be more flexible, and have high visibility on the marketing strategy that is done by considering every condition that occurs, as well as the upcoming phenomenon.
Marketing communications is an integrated effort of all marketing tools to deliver a message to the public primarily the target consumer about the existence of a product or service. A common concept often used to convey messages to the public is the promotion mix and the marketing mix. Marketing mix is usually used as a mainstay promotion type.

On the plains of our campaigns tangent to advertising that is often used as a central component of marketing communications programs. Some experts claim that to achieve a successful marketing communications program there are six modes of communication that can be confused: advertising, sales promotion, corporate events and events, publicity and public relations, direct marketing and direct sales. Furthermore, marketing communications are briefly implemented as described below:

a. Advertising
   Advertising is a non-personal or non-personal presentation. Advertising is paid by the company or promoter of an idea of goods or services by a sponsor known to the company's identification. Examples of advertising are: companies put up billboards or posters, handing out some leaflets / booklets, brochures or showing video-tapes / motion.

b. Sales Promotion
   Sales Promotion is one of the short terms marketing communication program, with the aim of testing so that consumers can know or feel the presence of new products of the company. So the next goal of the company is for consumers to buy the product or service. Examples of sales promotion program activities are: the company holds a contest, sweepstakes prizes, and exhibits, distributes coupons, sells related products together with the old product (in-bundle) by raising the prices of both products but for new products may be only the cost of sales.

c. Events and Experiences
   Events and Experiences are a company-sponsored activity and programs designed to create a distinctive brand in relation to multiple
interactions from the company. Examples of events are: companies sponsoring national or international sports week, holding festivals and direct trips to service institutions (universities).

d. Publicity and Public Relations

Publicity and Public Relations is a program designed by the company to promote special products or programs implemented in order to maintain the company's image. Examples of this activity are: the company held a seminar or lobbying, making a corporate magazine or conduct relationships between communities.

e. Direct Marketing

Generally, these activities are carried out by companies using letters, telephone, facsimile, e-mail or face-to-face direct to dialogue on specific consumers or prospective customers who are targeted companies. Examples of direct marketing programs are: companies are distributing catalogs to potential customers, via telemarketing, making voice mail or broadcasting TV Shopping.

f. Personal Selling

Companies conduct face-to-face interactions directly to potential customers, both individuals and groups through presentations and answer questions. Examples of direct sales programs implemented by the company are: by holding a demonstration (show), provide product samples or conduct additional programs. Thus the concept or program using the right marketing communication strategy will bring the implications directly or indirectly to the company's brand equity, and to the sales of the company's products.

2.3 Promotion

Promotion is a very important element in the marketing mix, promotional activities companies can introduce a product or service to consumers, thus consumers will know the existence of a product or service. The use of promotion in the marketing mix is to
achieve communication objectives with consumers. Promotion plays an important role in generating the delivery of good information to consumers of the benefits and advantages of a product or service, so that it can affect the consumer's mind. According to Tjiptono, Dandy, and Chandra (2012), "Promotion is one of the determinants of the success of a program in marketing to provide information about the existence of a product". According to Kotler (Kotler and Keller, 2012), "Promotion encompasses all the tools in the marketing mix of major persuasive communication". In general, the forms of promotion have the same function, but the forms can be distinguished on the basis of their specific tasks. Some of these special tasks are called promotional mixes. The promotion mix includes: Personal Selling, Advertising, and Public Relations (Publicity) (Tjiptono et al, 2012)

2.4 Facilities at Education Sector

In the field of business engaged in services, then all existing facilities that are condition of facilities, completeness, interior design, and cleanliness of the facility must be considered especially that closely related to what is perceived or obtained by consumers directly. The facility itself is a physical resource that must exist before a service can be offered to consumers.

The facilities that provided by service companies greatly influence consumer decisions, as they are closely related to the formation of customer perceptions. The closeness of the relationship can be seen from the tendency that appears in the product market today, where consumers have a desire for the product has a complete facility. Complete educational facilities are required by the university to support the teaching and learning process. Students will feel comfortable in studying when all the required facilities can be available in the surroundings.

Tjiptono (2011) said that the facility is anything that can facilitate and facilitate the implementation of all business. So it can be concluded that the facility is a means used to facilitate and launch a goal or implementation of the function. According to Tjiptono (2011 in an article he wrote that the facilities in the world of education mean everything
that is physical and material, which can facilitate the implementation of the learning process, for example with the availability of classroom learning equipment, teaching aids, textbooks, libraries, laboratory equipment and everything that supports the teaching and learning process.

Based on the exposure of various opinions above can be concluded that the learning facility is all the needs of the students in order to facilitate, smooth and support in learning activities in school so that learners can learn with maximum.

The facilities can be in the form of buildings and equipment. Learning facilities as infrastructure facilities have standards according to Government Regulation Number 19 Year 2005 regarding National Education Standards as amended by Government Regulation Number 32 Year 2013 regarding Amendment to Government Regulation Number 19 Year 2005 regarding Standard of Facilities and Infrastructure, which are the subjects of the study, the place of exercise, the place of worship, the library, the laboratory, the workshop, the playground, the creative and recreational place and other learning resources needed to support the learning process, including the use of information and communication technology.

Student Satisfaction According to Londong (2012) suggests that customer satisfaction is the feeling of customer to one type of service obtained. Based on that opinion, it can be interpreted that the student's satisfaction is the feeling of students to the types of services obtained from universities. The types of services measured in this study are lecturer competence and learning facilities. Based on the idea of satisfaction in, the satisfaction indicator consists of:

1. Hope is a customer's estimate or belief about what he or she will receive when buying a product
2. Performance is the customer's perception of what is received after consuming the purchased product.
The facilities provided by service companies greatly influence consumer decisions, as they are closely related to the formation of customer perceptions. The closeness of the relationship can be seen from the tendency that appears in the product market today, where consumers have a desire for the product has a complete facility (Djamarah, 2011).

Complete educational facilities are required by the university to support the process of teaching and learning activities. Students will feel comfortable in studying when all the required facilities can be available in the vicinity.

Understanding Learning Facilities Completeness of learning that must be owned by schools that can simplify and launch the implementation of a business; this can be both material and money. To support learning process there should be available adequate learning facilities, such as learning space, adequate lighting, handbooks, and completeness of learning equipment. Learning facilities in principle are as something that makes learning easy. Depnasas in the shah (2013) have distinguished the means and educational facility. Educational tools are all equipment tools, materials, furniture that are directly used in the educational process at school. Education infrastructure is all basic equipments that indirectly support the implementation of education process in school.

2.5 Reputation
Specifically, the evaluation or assessment of stakeholders is conducted on an outcome of past actions (previously) by the entity. If the outcome of the action is positive or indicates an achievement, it will result in an award (Finch et al., 2013).

Previous studies have made it clear that there is a relationship between research performance, university reputation, and university election theoretically. Based on the results of a literature review of previous research in leading journals, it was found the influence of the university's research performance on academic reputation. Similarly, academic reputation was found to have a significant effect on students' choice of universities. (Wibowo, 2014).
The university's reputation from a university graduate working in the company is found to be related to the employee's performance. In addition, students feel that studies at a particular university show their success rate in getting jobs and their wage range perceptions after graduation, their corporate preferences in the job market, the pride and empowerment of students at their level in the job market (Sultan and Wong, 2012).

2.6 Tuition Fee

Tuition fee is an economic sacrifice made to acquire goods or services. While the cost of education is one of the instrumental components (instrumental input) which is very important in the implementation of education. It can be said that the educational process will not work without cost support. The cost of education is the total financial sacrifice expended by consumers (parents or students) for the purpose of education from the beginning to the end of education. Whether it is the cost of registration and credits per semester, the cost of building donations, welfare funds and student facilities per semester, and other tuition fees that include the cost of developing and financing curricular and extracurricular activities, equipment book costs, state exam fees, - other educational costs used to support lectures (Lupiyoadi and Hamdani, 2011). Consumers will be more concerned with the benefits and image gained from each rupiah issued. Determination of service products can be associated with the concept of net value, the greater the perceived benefits than the cost incurred will be assessed by consumers as positive value.

Firawati (2017) as quoted Yahya, states that the cost of education is defined as all types of expenditures incurred to provide education. Under the laws of economics, it is said that humans want to get the highest profits at the lowest possible cost. Students will certainly choose to pay a lower fee to be able to study at the College. The cost of education is defined as all types of expenditures incurred to provide education. Under the laws of economics, it is said that humans want to get the highest profits at the lowest possible cost. Students will certainly choose to pay a lower fee to be able to study at the College. Several previous studies have shown that the cost of education negatively
affects students' interest in continuing to university. Among the research conducted by Evanti et al. (2014) which shows that the cost of education has a negative effect on student interest in choosing the university.

2.7 Accreditation

Accreditation of Accreditation Program is an acknowledgment to the college or study program which shows that the college or study program in implementing the educational program and the quality of the graduates produced, has met the standards set by the National Accreditation Board of Higher Education (BAN-PT). This suggests that accredited colleges are receiving greater recognition in society compared to unaccredited colleges (Prasetyo, 2014).

Accreditation is made to study programs based on standard interactions within the National Standards of Higher Education. The accreditation process is stated with accreditation status of study program that is accredited and not accredited. The accredited rating of the study program consists of accredited A that is accredited superior that has meaning beyond the National Higher Education Standards, accredited B that is very well accredited that has meaning beyond the National Higher Education Standards, and accreditation C that is accredited either having meaning fulfil the National Standard of Higher Education.

Accreditation for the study program is one of the forms of assessment (evaluation) of the quality and the feasibility of a college institution or study program conducted by an independent organization or entity outside the university. Support for this is focused on the representation of quality accreditation in education (Prasetyo, 2014). The higher the accreditation of it reached the more positive the student's decision to choose a course within the university. This accreditation is conducted with the aim to obtain an overview of the state of the performance of institution in carrying out education, as a basis that can be used as a tool of development and development in order to improve the quality of education in university. In Indonesia, accreditation is done for the following purposes:
a. Obtain materials for relief planning efforts in the context of the school development concerned.

b. Encourage and maintain the quality of education in accordance with the provisions of the applicable curriculum.

c. Encourage and maintain the quality of education personnel.

d. Encourage the availability of good educational facilities or facilities.

e. Encourage the creation and maintenance of school resilience in school development as a cultural centre.

f. Protecting the public from irresponsible education efforts.

g. Providing information to the public about the quality of education of a school.

h. Facilitate the transfer of students from one school to another.

Assessment and accreditation instruments should be able to measure dimensions:

a. Quality of leadership and governance performance: includes vision and mission, leadership (leadership), governance system, resource management system, strategic partnership (strategic partnership), and internal quality assurance system;

b. Output quality and productivity (output) and outcomes (outcomes): includes quality, scientific and innovation products, and benefits for the community;

c. Process quality: inclusive process, research, community service, and academic atmosphere;


The Concept and Elements of Evaluation Gathering Empathic Insights, BAN-PT provides focus into relevant criteria on the relevant SN-DD and Policy Plans in Figures 2.1 and 2.2. Figure 2.1 shows the relationship between accreditation with SN-DIKTI, including Figure 2.2 shows the systemic accreditation (input - process - output - outcome).
The categories used for college accreditation courses will be used for programs and education. In accordance with the facts of accreditation of universities, college accreditation studies focus more on aspects of leadership, procedures and governance, human resources, finance and educational facilities, and policy development of education, research and community service in accordance with vision-mission set.

The program of accreditation study program is more focused on the aspects of policy, implementation, process and competence. In addition, mention also on the academic which includes education, research, and community service in accordance with the vision of the mission set.

Figure 2.1 Relationships between SN-Dikti and Accreditation Criteria Figure

Source: Peraturan Badan Akreditasi Nasional Perguruan Tinggi Nomor 4 Tahun 2017 tentang Kebijakan Penyusunan Instrumen Akreditasi
Internal Quality Assurance System or Sistem Penjaminan Mutu Internal (SPMI) is established and implemented by universities, stakeholder satisfaction, and recognition society will animate each of the criteria above. In this case, should be assessed the implementation and effectiveness of SPMI in improving quality on an ongoing basis on any assessment criteria, then resulting in stakeholder satisfaction and community recognition.

2.8 Impact of Accreditation on Study Program

Based on the results of research that conducted by Kamal and Rahmadiane (2017) by evaluating the results of regression analysis of Influence Perception, Accreditation Study Program, And Promotion Of Decision Choosing Accounting Study Program At
Politeknik Harapan Bersama., it can be concluded that the perception of students influence the decision of students in choosing courses at a university. The accreditation of the study program has an effect on the student's decision to choose in a university course. Promotion affects the decisions of students choosing courses at a university. The accreditation of study program is the most influential variable on the decision of the students to choose the study program at a university.

2.9 Purchasing Decision
Kotler as quoted Kamal and Rahmadiane (2017) defined that purchasing decisions is the stage of the buyer's decision-making process in which the consumer actually buys. Decision-making is an activity within an individual directly involved in obtaining and using the goods offered. The consumer purchasing decision process consists of five stages performed by a consumer before arriving at the purchase decision and subsequent post-purchase. This indicates that the buying process undertaken by the consumer starts well before the buying action takes place and has consequences after the purchase.

2.10 Decision making
The decision-making process as an important process that affects consumer behavior is important to understand. That decision making (decision making) is one form of thinking and the result of the act is called a decision. Decision-making is a decision based on a number of considerations and that takes into account all factors, both objective and subjective. Decision-making is the process of determining the choice of several alternatives to establish an action in achieving the desired goal. This definition contains the substantial substance in it, there are several alternatives to be selected, there is determination to choose one choice and there is a purpose of decision (intentional).

According Siagian in Faraqi (2015) states that decision-making is a systematic approach to the nature of alternatives faced and takes action which according to the
calculation is the most appropriate action. The most important component of the decision-making process is the information-gathering activity from which an appreciation of the decision situation can be made. Looking at the above statement, in choosing a course requires information to make decisions, the core of decision-making lies in the formulation for the selection of appropriate alternatives.

2.11 Innovation

Market-oriented innovation can drive performance and create more value for customers (Yusuf, 2014). Market-oriented innovation can be accepted by customers and able to meet consumer tastes. The synergy between industry and government and even community groups in some cases, encourages innovation and new partnerships in improving the quality standards of fishery products. A market-oriented innovation can be defined as an idea, product or practice that is considered new by the adopter and provides new potential in the marketplace. Practices, products and ideas; all related to one another. The adoption of new products relates to practices and ideas that are already operating among members in the adopter group.

Profitable marketing depends on competitive advantage to meet market value preference and voter priority among existing competitors. Market orientation facilitates product innovation, protects against competition, and has significant implications for industry strategy to achieve competitive advantage.

It is also supported by Kotabe in Tamamudin (2012) which shows that the higher the product innovation made by the company will improve the performance of the company through increased buying decision. In the global competition, the company must be able to modify its products to increase the value of the products it produces and must be able to meet the needs and tastes of consumers. Value added from the resulting product can be the design / model of the products produced and service of the products sold. As Kilbourne and Woodman (Sousa, et.al., 2012) suggests that innovation systems depend on a number of variables other than creativity, such as
autonomy, available information, reward systems, education or training, system authority, participation in decision making, or team cohesiveness.

2.12 Perceived Quality

Perceived quality becomes one of the determinants of whether consumers will buy a product. In choosing a quality product will be a consideration of the consumer when will determine the choice, so now many business people are starting to develop their products with better quality than other similar products to create a good consumer perception of the product. According to Kotler & Keller (2012) quality is defined as the overall characteristics and nature of goods and services that affect the ability to meet the expressed needs as well as implicitly. Quality is a blend of the nature and characteristics of a product, and assesses how far these characteristics and characteristics can meet their needs (Tjiptono, 2011).

According to Simamora (2011), the perception of quality is the customer's perception of the quality or superiority of a product or service in terms of its function relative to other products. Consumers will buy or choose a brand they already know, because of the consumer's perception that the brand they choose is reliable.

Simamora (2011), states that the perception of quality is the consumer's perception of the quality or superiority of a product or service in terms of its function relative to other products. According to him, the perception of quality is the consumer's perception of the overall quality or superiority of a product or service related to what is expected by the consumer. Based on several definitions can be concluded that the perception of quality is the perception or assumption of the consumer to the overall quality or superiority of a product or service related to the conformity with what is expected and required consumers. Perception of quality reflects consumer's overall assumption or feeling about a brand.
2.13 Previous Research

Table 2.1 Previous Research

<table>
<thead>
<tr>
<th>No.</th>
<th>Author</th>
<th>Title</th>
<th>Method</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hermayawati</td>
<td>ANALYSIS OF STUDY LEARNING LANGUAGE ENGLISH STUDENTS</td>
<td>Qualitative Method</td>
<td>Based on the findings and analyzes as described above, it can be concluded that the difficulty of learning English for the students of the FIP UIP Counseling and Counseling Study Program is varied. Various causes of student learning difficulties are as follows: (1) No interest in learning because do not like to learn English (2) Interested to learn BI but basic knowledge is less; (3) Good motivation, good ability, but environment is less supportive; (4) Motivation is good enough, but 'forgot' the basic concept he has ever learned; and (5) High learning motivation, but learning opportunity is too short.</td>
</tr>
<tr>
<td>2</td>
<td>Setyawati</td>
<td>INFLUENCE OF MOTIVATION, EDUCATIONAL COSTS AND REFERENCES GROUP OF DECISIONS CHOOSING PROGRAM FOR</td>
<td>Quantitative Method</td>
<td>Based on the problems and research questions and discussions that have been done, it can be concluded that the educational costs of hider and pengpos hpositif significant decision to choose</td>
</tr>
</tbody>
</table>
ECONOMIC STUDY EDUCATION STKIP PGRI SUMATERA BARAT

| 3 | Santoso, Arifin, & Slamet (2017) | PENGARUH KUALITAS PELAYANAN DAN FASILITAS TERHADAP KEPUASAN MAHASISWA FAKULTAS EKONOMI ANGKATAN 2014-2016 UNIVERSITAS ISLAM MALANG | Quantitative Method | Where the number of samples of this study were 95 samples distributed through questionnaires. Based on the analysis and discussion, the conclusion that can be based on the t test results above that the Variable Facility partially effect on Student Satisfaction at the Faculty of Economics Students of 2014-2016 University of Islam Malang. |

| 4 | Wibowo (2014) | UNIVERSITY RESEARCH PERFORMANCE, UNIVERSITY REPUTATION, AND UNIVERSITY OPTIONS: A SYSTEMATIC ARE | Quantitative Method | One way to improve the quality of teaching knowledge is through research activities in accordance with the specialization of science interest. Therefore, a teacher should also be a researcher. Research and teaching are an integral whole. If all aspects are well managed, then the dream to become a reputable global university will come true. To that end, all university resources |
should be directed, centered, and focused on efforts to build and improve the performance of university research. Finally, the further implication of the university's good reputation is to encourage potential students to choose the university as the top priority of their choice.

### 2.14 Research Gap

Menur Lexy (Moleong, 2012) none of the best approaches will be effective for use in completing a qualitative research study. There are several much related approaches but there is one approach that may be very striking. From here it can be seen that there are several factors that affect each other and should be examined one by one to get valid truth.

Previous research used one or more obvious approaches to find the problem, but in this study, it is possible that several factors may occur, but this study focuses on the factors to be looked at and if they can be the reason of the respondents to underline the causes arise so that this phenomenon occurs.
CHAPTER III
METHODOLOGY

3.1 Research Method

The method that the researcher uses for this study in achieving the goal of the research question was a qualitative approach. Selection of this research method because the problem to be examined by researchers is uncertain or temporary and will continue to grow after the researchers are in the field. Descriptive research as a method in researching the status of human groups, an object, a condition, a system of thought, or a class of events in the present which aims to create descriptive, picture or painting systematically, fluctuate and accurate regarding the facts and the relationship between the phenomena being investigated. This research started from collecting data which was then analyzed and ended in report writing and conclusion. The descriptive data is also supported by other data in the form of documents, reports and other related documents (Nazir, 2011).

According to Rowley (2012) the qualitative research method was beneficial for the analysis of participants' views because it involves uncovering the emotional and symbolic dimensions of the members. The researcher believe that the problem that would be identified would be large in scope, it could not be finished only by quantitative research. Also qualitative research approach is compatible

The issues that will be discussed are about marketing strategies, which are related to strategies to increase the sales volume of the classroom of law studies. This is conditional and can develop after researchers conduct research into the field. The purpose of this research is to know what strategy needed to be used by President University in attracting prospective students and how the development of strategy that has been applied for this and future so that possible for the existence of development in theory about marketing strategy in research.
3.2 Case Study
Case study is a detailed test of validation for a single background or a subject or a document or a particular event. Yin (2014) stated that case studies in management are generally used to interpret strategies or relationships, to develop sets of “best practices”, or to analyze the external influences or the internal interactions of a firm. In this case study, the researcher conducts the problem thorough examination of cases called cases using systematic methods of observing, collecting data, analyzing information, and reporting the results of the study. The primary goal of this research is to discover and explore the suitable strategy that should be used by the company in with the intention of solving the problem that occurred and also boosting the sales of company.

The aim of this case study specifically describes and understands the object examined in particular. According to Robert K. (Yin, 2014) it is not enough if the case study question only asks "what" but also "how" and "why", then "what" question is meant to acquire descriptive knowledge, "how" to acquire explanatory knowledge, why "to acquire explorative knowledge. By using of "how" and "why" questions, the researcher believes that it would be appropriate to gain in-depth knowledge of the issues that studied. In addition, the form of questions itself would determine the proper strategies used to obtain data.

3.3 Triangulation
Triangulation is a process of verification that increases validity by incorporating several viewpoints and methods. (Yeasmin and Rahman, 2012). It is the method that used by analyzing research questions from multiple perspectives is to achieve consistency across data sources or approaches. Expectation of this method is the researcher gets a more detailed and balanced picture of the situation. This method uses a different source so that information obtained on target and strengthens the assessment of the problem solution.
In essence, triangulation is a multi-method approach that researchers do when collecting and analyzing data. The basic idea is that the observed phenomenon can be well understood in order to obtain high-level truths when approached from different points of view. This method such as photographing a single phenomenon from the viewpoint of different will enable a reliable level of confidence gained. Therefore, triangulation is an attempt to check the correctness of data or information obtained by researchers from different angles by reducing as much bias as possible when gathering and analyzing data.

At this time researchers used the method of triangulation between researchers. Triangulation among researchers cited by Mudjia Rahardjo (Rahardjo, 2017) is done by using more than one person in data collection and analysis. This technique to enrich the repertoire of knowledge about the information unearthed from the subject of research. However, the person invited to dig the data must have experience of research and free from conflicts of interest so as not to harm researchers and give birth to a new bias of triangulation.
3.4 Research Framework

![Research Framework Diagram]

Figure 3.1 Research Framework Structure

Source: Developed by researcher (2018) Adopted from (Yin, 2014)

3.5 Research Instrument

Research instrument is a tool that used by researcher to collects data on the problem under study. The research instrument according to Sugiyono (2012) is a tool used to obtain or collect the data in order to solve problems and achieve the research objectives. In qualitative research, the research instrument is the researcher itself or the so-called human instrument. In this research, the instruments that used are:
1. Interview Guidelines
Interview guide is a list of questions used as a reference in obtaining information from respondents. These guidelines are structured not only based on research objectives, but also on theories related to the issues to be studied.

2. Documentation Guidelines
According to Basrowi and Suwandi (2010) is the collection of data that produces important records related to the problem under study, so that the data will be obtained completely, valid, and not based on estimates.

3. Researcher
Researcher takes the role as the main instrument by using the senses to observe the object in research and then process it as a result of research.

3.6 Data source
The data source is where researchers obtain data and information related to the research. Sangaadji and Sopiah (2010) explained that the data source is a necessary resource to collect the data we need in the research. Sources of data in this study are the selected people who related directly with Law's subject areas and marketing of President University as documents, reports related to the research.

In order to get maximum result in this research, researcher tries to get the most relevant and accurate data in hopes can facilitate in the discussion. In this study, the data types used are:

3.6.1 Primary Data
Primary data according to Purhantara (2010) is data obtained directly from the subject of research; in this case the researchers obtained data directly using the instrument that
has been set. Primary data is unprocessed raw data. Primary data is a data obtained or collected directly in the field by researchers (Afifudin et al., 2012). The primary data sources in this study are:

1. Mr. Prof. anak Agung Banyu Perwita, Ph.D., Former Marketing Director of President University (2013-2015)
3. Mr. Michael Rino, SE, MM, Marketing Manager of President University
4. Ms. Lia Novita, Currently Law Student (one of Highest GPA)
5. Ms. Aditya Rini, President University Law Alumnus, currently associate in Tungga Ramli & Partners;

The main consideration in determining the subject of this study is the experience and knowledge of research subjects on research problems.

3.6.2 Secondary Data
According to Purhantara (2010) Secondary data is data or information obtained indirectly from the object of research that is public. The data has been processed and can be obtained through official documents owned by the company. Secondary data is also called data available because this data comes from companies, reference books, and reports of previous research.

Data resources for the secondary data are taken from the company’s website, journal, and information chart from President University that related with the data processing. The period of this research is in the five past years. Therefore, the secondary data is used to help the researcher interpret the primary data.
3.7 Data Collection Technique

Data collection technique is a method used by researchers to collect data and processed so that it can be presented with a form that is easier to understand. Sugiyono (2012) states that data collection technique is the most strategic step in the study, because the main purpose of the research is to get the data. In collecting the necessary data in this study, both primary and secondary data, the authors use some data collection techniques, namely:

1. Observation

Observation is the selection, alteration, recording, and coding of a series of behaviours and circumstances that deal with the natural situation or in accordance with the empirical objectives (Afifudin et al, 2012). Researchers observe the situation or situation in President University in terms of marketing.

2. Interview

Interview is the primary data collection method by interacting or communicating with people or communities related to the object of research. Interview is the discussions with the specific intent of two parties: interviewers who ask questions and interviewees who answer the question (Moleong, 2012). In this case the researchers make a question that includes about what things want to be known by researchers through interviews with one of the employees concerned. Researchers should also keep the topic of discussion so as not to cross the line or focus the research.

3. Documentation

Documents are complementary after observation and interview. The collected documents are used to support the results of observations and interviews. According to Afifudin, Saebani and Beni (Afifudin et al, 2012) documentation study is a technique of data collection is not directly aimed at the subject of research, but through the document. The documents can
be reports, meeting minutes, and other documents. In this term, researcher conducts the documentation of the data that were collected with voice recording.

### 3.8 Data Analysis

According to Sangadji and Sopiah, in Research Methodology, practical approach in research, (2010) data analysis is the various data analysis tool of research so that problem formulation can be reliable. Data analysis in this research is conducted to find out strategies that would be appropriate to apply President University to increase the interest of prospective students of law study field.
CHAPTER IV
DATA ANALYSIS AND INTERPRETATION

4.1 Company Profile

4.1.1 President University

President University is a private college located in the Jababeka Education Park area in Jababeka City, Cikarang, West Java. The university was founded in 2001 and headed by Dr. Jony Oktavian Haryanto, SE, MM, MA and the chairman of President University is Prof. Dr. Juwono Sudarsono. President University is a higher education institution under the auspices of the President Foundation. The strategic campus location and surrounded by the Jababeka Industrial Estate with more than 1,500 national as well as multinational companies make President University conducive to teaching and learning.

The university was founded in 2001 under the name of Sekolah Tinggi Teknik Cikarang and inaugurated as President University by the Minister of Education on April 16, 2004. President University is conceptualized by Mr. Setyono Djuandri Darmono as President Director of PT Jababeka Tbk. and Prof. Donald W. Watts as President of Bond University (Queensland) and Curtin University Advisory Representative in Western Australia.

President University was founded for two reasons; to wind up an innovative work focus and to set another benchmark in Indonesian advanced education. The authors of President University set out the establishment and foundation to guarantee that President University will form into a great organization of taking in where understudies from all parts of the world can get learning and form into valuable, mindful nationals and future pioneers.
By using international standard, the language that has been used in President University is English. Students will be made for adapted to speak, write, and think in English which is the international language as nowadays. President University provides facilities that support student activities such as President Executive Club, Jababeka Golf and Country Club, swimming pool, tennis court, soccer field, and basketball court.

Vision

To be an eminent globally-acknowledged university with an emphasis on the spirit of leadership based on entrepreneurship, multicultural, and global mindset.

Mission

- To provide excellent educational services those prepare students with international standard education and competencies.
- To contribute to the development of science and technology through world class research and studies.
- To contribute to the challenges faced by both local Indonesian and global communities through effective and sustainable community development programs based on entrepreneurship and multicultural mindset.
- To strengthen and bolster personal developments to be creative, innovative, inclusive, and broadminded leaders.
- To develop a professional culture in organizing higher education resources.
- To engage in mutually beneficial teaching, researching, and community development collaborations with both local and global institutions.

4.1.2 Law Study Program of President University

President University believes that legal education is the power to change unjust world. Law Study Program of President University is dedicated to provide the best quality of
legal education for enhancing human dignity through just development and cultural richness. The education system is responsive to the requirement of integrating good legal knowledge with legal skills and completed with high value of social justice, integrity and responsibility. The Law Study Program of President University applies student-centered education system and provides an 8-month internship program. This gives you relevant information regarding the Study Program of Law at President University.

Vision

To become a forefront and leading Law Study Program specializing in Corporate Law and International Law at the national and Southeast Asian levels, adhering to the values of the Pancasila State Ideology, and capable of producing leaders possessing entrepreneurial spirit, multicultural vision and strong global outlook.

Mission

- To educate Law specializing in Corporate Law and International Law, conducted through interdisciplinary approaches, which will permit students to actively participate in the professional fields through internship program
- To conduct research in Law using interdisciplinary approaches, prioritizing research in the area of Corporate Law and International Law
- To conduct social services as a manifestation of social and professional responsibility of the Law academic community, aimed to uphold the culture of Law of the Indonesians which are in line with advancement of ethics, attitude and integrity, based on the noble values of Pancasila State Ideology.

4.2 Description of Respondent

1. Respondent 1
   Name: Mr. Prof. Anak Agung Banyu Perwita, Ph.D.
Position : Former Marketing Director of President University (2013-2015)

2. Respondent 2
   Name : Ms. Dra. Fennieka Kristianto, S,H., M.A., M.Kn
   Position : Head of Law Study Program

3. Respondent 3
   Name : Mr. Michael Rino, SE., MM
   Position : Marketing Manager of President University

4. Respondent 4
   Name : Ms. Lia Novita
   Position : Currently Law Student (one of Highest GPA)

5. Respondent 5
   Name : Ms. Aditya Rini
   Position : President University Law Alumnus, currently associate in Tungga Ramli & Partners

4.3 Data Description
In this sub-chapter, the researcher conducts the interviewing the relevant resource persons with the objective to find out what are the factors related to the field of Law study so that these issues can be overcome. As described in the previous chapter, the researcher conducted a study using qualitative research. Hence, the researcher produces descriptions of words written or spoken from the resource person and observes the phenomenon.

According to Assauri (2011) marketing strategy is a plan that thorough, integrated and unified in the field of marketing, which it delivers guidance on the activities to be run
to achieve the objectives marketing of a company. As an institution that currently engaged in the education industry, a company must have a clear strategy and understand the level of the company's strength so that it can meet the targets they want to achieve.

To find out the problems of numbers of enrollees in the Law study program, the researcher begins the question of looking at the targets given and prepared by the study program and the marketing division. To clarify the problems that occur, researchers do more questions about the problems that exist in this topic. Here, the researcher asks the targeted of enrolling student amount, the situation for which the target is fulfilled and the reasons for the situation by asking the amount of targeted student in 5 past years and also if number of enrolling students in the last 5 years is in line with the target. The related answers are;

**Respondent 1**

“The number that has been targeted in the year I served was about 2 classes of about 60 people and 10% -15% increase in the number of students each year. Not achieved, there are several factors that cause it. First is the market: the perception of the market when the use of English will be a problem when talking about legal issues, because in Law more continental Law, Dutch Law. Well that's hard once translated into English. Likewise, with the criminal books (for example) it will be very difficult to translate in English, so prospective students are somewhat reluctant in entering the programmed English-language Law courses. Second is because of the "newly open" legal studies, if the field of newly opened studies open there is no credit, right? So it's better to take legal studies at other private colleges that say private college is not well known but there is accreditation. So the tuition cost factor is also a dominant factor. In some people the biggest factor may be the tuition fee, but for others, it does not matter. Thought parents as prospective students that need lecturers who can be a "public figure". Well, if there is no famous lecturer, the lecturer will influence the student selection as well. Simple example, I want to go to Atma Jaya University because there is an outstanding
(X) figure, my hope that I will be taught by him. And facilities, likes or dislikes, facilities also play an important role and that's our weakness (President University). Precisely the facility must be completed first, and then the awareness to the community is improved. Then the last is student achievement is also very important so if we "blow up" the achievement of students, it also invites the entry of students”.

Respondent 2

“Targets are at least 1 class (about 40/30 students) or if it can be 2 classes. Not in accordance with the target, so received at least 400 (students) of thousands of applicants, but the fact that enroll and actually pay at least only 1 class. According to my observations, the first is the cost issue. Because in every universities, if the social sciences compared to science, the tuition fee is cheaper because we do not need labs (which are as expensive as science, engineering, IT), the unnecessary Law (device) what except the court of Law for a moot court simulation. we also do not get foreign student, (he said) had ever been able from china but he cannot follow because of language barrier, we convey in English, the Law is a bit complicated if it is delivered in English because he has his own terminology, right? It is different stories with psychology, management (or) communication; it's more universal so more easily to accept it. We now receive from Timor Leste because they have good English. Then if the universal field is common therefore many foreign students also come like IR. Since Law itself is based on jurisdiction, the Law in Indonesia can only be used in Indonesia, so what is the point if foreigners study Indonesian Law? Unless he has something to do with Indonesia, such as for the business or anything and so have to know about Indonesian Law.”

Respondent 3

"Our target in general is 15% increase in the number of students per year, minimum quota per study program as much as 1 class of 40 students. (We think) the year that did not reach the target only in 2016. There are several librarians. In 2016 there is a significant price increase so as to increase the decision for the selection by prospective
students to the university for new courses. Target at least 1 class in accordance with the trend behind. "," Because the use of English, there percentage of high school students, the amount of students that fluent English too low (from 40 people only 5 people) so our market is very miss. We focus for prospective students who want to learn Law with English as language medium. 

Researcher follows up, by building questions from the reference questions above, interviewed the marketing programs conducted by the recent Marketing department and Law study program to examine what marketing strategy steps that have been done, so that the analysis of the shortcomings or advantages of marketing strategy steps which has been done is obtained. Researchers started the question of what has been done in terms of sales in improving the quality of competition to attract the interest of prospective students of law courses. By asking this question, the researcher interviewed Respondent 2 and Respondent 3 as the relevant party doing marketing to date.

**Respondent 2**

"The marketing system is now good, has changed better. So we have more access, we also become independent as well.

In the last two years we have "picked up the ball", we come to schools, and then we have partnership with top tier law firm, and also big companies. They also introduce us (Law study program of President University) so we can also enter their law firm in the law marketing program itself is not common. So (prospective students) they see "who is his partner" oh there are big law firm. This partnership can be for internship, can also be guest lecturer, can also general lecture, an also workshop. And they are also very enthusiastic to join. So Law himself has a special partnership division different from those on campus. We already creates website of our study program, so if there any doubt they can visit our website. Plus we join the competition now because our students a little, so hard to participate in the competition as well, lecturers are still not much to be a permanent lecturer. Incidentally as of the end of the year yesterday I can be a lecturer who can "coaching" to join the race and finally we (Law study program
of President University) win when the preparation is very minimal (about 2 months). All we are trying. Plus now we want to launch LKBH on 19th of April, we also invite who can fill this event (Public lecturing) in addition to launching, and we invite the surrounding. So LKBH is also a legal place to student to hone skills acquired in theory, they practice there. So all of it can be an income for law study also because if relying from the intake of students is not enough. We are also not dependent on marketing. We have been given a portal as well for maintaining student who will enter. It's faster now than ever. To help market, we tried to contact the related school, then we made brand awareness like banner so many people know, because many do not know Law at President University, encourage lecturers to do research.”

**Respondent 3**

“We always involve the Law study program law. So in addition of the usual scholarship test that we carry out, to (raise) awareness to Law study program itself we conduct various activities such as competitions and seminars with involvement from Law study program. From our own marketing we improve the quality of promotion in general, while for each study program, we provide the portal for the study program. So we make a portal of study program, then the study program create interesting content about Law study program to attract interest of student candidate, we held meet and greet with prospective student, we held seminar for prospective student with purpose to attract prospective student. We provide the same facilities and opportunities to every study program. We involve them (study program) from pre-event, we prepare brain storming to determine what event they want (program) make, we give the same opportunity in study program portal to follow up to prospective students, we give opportunity and the same time for presentation and also open consultation to prospective students.”

“From 2013 - 2016 we used a very conventional method which in other sense we have not involved the social media and digital, and the system is still manual. Our last 2 years shift, more social media and digital involvement, we crop up all bureaucracy and also how to register. From the previous year, the time to receive the test result can be
more than 1 month changed to 1 day (directly can get result at the place) and can consultation to study program. It is very positive support to encourage decision making in prospective students themselves.”

“From August to January we have conducted road shows to 80 cities throughout Indonesia to promote President University and conduct scholarship tests. For all courses we give equal opportunities to meet and greet for each course, we hold seminars and competitions for each course, and we provide a telemarketing portfolio of study programs to follow each prospective student. As well as we provide equal opportunities for presentations and consultations for each course while holding Open House to attract prospective students.”

From the respondent above, the research shows that there are several factors that affect the numbers enrollees and for Law Study program. To create more valid answer, the researcher conducted another interview toward the factors with the Head of Law study as a bridge between the institution and students. A student is in the Law study program and an alumnus; are involved in this research. The factors that have been gathered are as follows;

a. Facility  
b. Reputation  
c. Tuition fee  
d. Language as a market barrier

The next respondents were interviewed about their perceptions of being student of President University and their reason for enrolling in the Law.

4.3.1 Facility
The facility itself is a physical resource that must exist before a service can be offered to consumers. The facilities provided by service companies greatly influence consumer decisions, as they are closely related to the formation of customer perceptions. The closeness of the relationship can be seen from the tendency that appears in the product
market today, where consumers have a desire for the product has a complete facility (Tjiptono, 2011). In this research researcher analyzes respondents’ perceptions of facility.

Respondent are asked the same questions, the question was about their perspective about the importance of facilities to attract prospective students. The answers are;

**Respondent 1**

Facility should be considered as one of the powerful factor. Like or dislike, facilities also play an important role and that's our weakness (President University). Precisely the facility must be completed first, and then the awareness to the community is improved.

**Respondent 2**

“It is very important, because the facilities and infrastructure is as one of the requirements to be able to improve accreditation. If accreditation increases, students who enter will be more. Facilities at the Law study are still lacking, but have an improvement compared to last year. Because by this year we are officially launched the President Legal Aid Institute (LBH). But we do not have moot court; we use the temporary room along with the Humanities study program. To provoke the upper middle market share, the quality must be improved, especially from the quality of facilities and infrastructure as well. “

**Respondent 3**

“When parents come (for university visits), we never offer the facilities that each course has. We only show campus and dormitory. So for the facilities of each course I am less sure to be an influence.”
Respondent 4

“It is important, because the first thing imagined by prospective students is the first facility provided by the campus, if the campus facilities are not adequate how to make the campus is good.”

Respondent 5

“I think the facility is very important, where a prospective student will definitely find a field of study with complete facilities which will support him to explore all the lessons he will get from the university he will choose. And when he became a student in the study program it was very important that the facility as a forum for the students, so not accept the theory of the class, from the facility he could implement what he got from theory into the field of practice.”

From the result of these interviews relating topic regarding facility, it shows that it is a major factor for consideration for prospect students to choosing the study program to study. It shows an impact and bases for them to decide when choosing a study program to study in. However, since President University does not provide the expected facility for a Law student, therefore the expected amount of enrollees is not met.

4.3.2 Reputation Toward The accomplishment

The company's reputation is one of the most important guidelines for many people in taking on important decisions. Examples of such decisions are to buy goods or services produced by the company, subscribe, and recommend the company's products to others. Inevitably, every company has a reputation in the community. Reputation itself can be rated well, moderate, or bad. Poor reputation creates a negative impact on the company's business operations and also delivers the company's ability to compete To get a good reputation on a study program, some aspects of a reputation for example are required; achievement of a college and competence of lecturer.
Specifically, the evaluation or assessment of stakeholders is conducted on an outcome of past actions (previously) by the entity. If the outcome of the action is positive or indicates an achievement, it will result in an award (Finch et al., 2013). By representing this literature, researcher finds that one of the factors that creating the good reputation is the earning and publication of achievement. This came from interviewing 3 participants about the importance of achievement of a field of study as an indicator of students to choose the university, what the achievement of university was. The result of it was;

**Respondent 1**

Student’s achievements are also very important so if we "blow up" the achievement of students, it also invites the entry of students. The parents of the prospective students need lecturers who are "public figures". Well if there is no famous lecturer, it will be difficult to attract prospective students because the reputation of the lecturer will affect the student selection as well. Simple example, I want to go to Atma Jaya University because there is a famous figure X, so I will be taught by him.

**Respondent 2**

“It also affects the entry of students, because if we want to "go international" but we do not follow the international arena as well, people will not recognize.”

**Respondent 3**

Not in my opinion, it goes back to the election of its own student candidates. So our selling step is our promotion, they test, they paid, and they enroll. If the statistics, which follow the test (entry) in other prodi like BA prodi far more than prodi law, it causes the number of (prospective students) are paid is also smaller than BA and the enroll was also less than BA.

**Respondent 4**
“It is very important, because if the study program is famous for having many achievements, the prospective students thought / people would think that university has a great study program. The recognition that had by Law study program was still poor because of the least amount of achievement.”

**Respondent 5**

“The university and the study program are very different backgrounds where perhaps one of the best universities in Indonesia has one less good course and I as a student can not consider the university just because of its name but the program is not good enough. But again, the achievement of a study program is in line with the length of the study program was established. Can not necessarily judge that the course is not good because other courses that may have advanced. Examples such as Law study programs at the University of the new President established from 2010, until now only 8 years old. We cannot just compare Law study program with IR course which is from 2005 President University standing, IR is there. If you want to compare the study program, it should be apple-to-apple, so IR can only be compared to the study program that was established since 2005 is the same as IR. From the level of difficulty lesson itself is different, so cannot be a good indicator of whether the study program.”

With that, to relate the perspective from interview data above, the table below shows how the list or academic and non-academic achievements that the faculty of Law has achieved from the first achievement in 2012.

**Law**

**Awards and Recognition**

**Table 4.1 Law 2014 Awards and Recognition**

<table>
<thead>
<tr>
<th>No</th>
<th>Level of Competition</th>
<th>Award Champion</th>
<th>Year</th>
<th>Level of Achievement</th>
<th>Student and Batch</th>
<th>Venue</th>
</tr>
</thead>
</table>

45
<table>
<thead>
<tr>
<th>No</th>
<th>Level of Competition</th>
<th>Award Champion</th>
<th>Year</th>
<th>Level of Achievement</th>
<th>Student and Batch</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Corporate Law Legal Opinion Competition</td>
<td>Finalist</td>
<td>2017</td>
<td>Lokal</td>
<td>Grace Pongmassangka</td>
<td>Faculty of Law Universitas Pelita Harapan</td>
</tr>
<tr>
<td>2</td>
<td>Abang Mpok Kota Bekasi</td>
<td>Runner Up II</td>
<td>2015</td>
<td>Lokal</td>
<td>Ziela Rofahiyat El-Quswa (Law 2014)</td>
<td>Gedung Mahkamah Konstitusi Bekasi</td>
</tr>
<tr>
<td>3</td>
<td>Fight Day Sparctix V</td>
<td>Promoter</td>
<td>2014</td>
<td>Lokal</td>
<td>Raka Pradana (Law 2014)</td>
<td>SMAN 26 Jakarta</td>
</tr>
</tbody>
</table>

Table 4.2 Law 2015 Awards and Recognition

<table>
<thead>
<tr>
<th>No</th>
<th>Level of Competition</th>
<th>Award Champion</th>
<th>Year</th>
<th>Level of Achievement</th>
<th>Student and Batch</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Battle of Brains</td>
<td>2nd Place</td>
<td>2017</td>
<td>Nasional</td>
<td>Suherlin, Selly Marcellina, Wiwin Widianingsih (Law 2015)</td>
<td>Fakultas Hukum Universitas Indonesia</td>
</tr>
</tbody>
</table>

Table 4.3 Law 2017 Awards and Recognition

<table>
<thead>
<tr>
<th>No</th>
<th>Level of Competition</th>
<th>Award Champion</th>
<th>Year</th>
<th>Level of Achievement</th>
<th>Student and Batch</th>
<th>Venue</th>
</tr>
</thead>
</table>

46
With this information, we can derive the faculty of Law still has not received enough recognition that is enough to put them at a good position of academic and non-academic activities. It becomes a factor of how is the faculty able to prove its competency and skill of its students. This factor that reflects its reputation to the market direct affects the decision of prospective students after comparing this faculty with the other faculties. Since it is not performing as well as the other majors, prospect students would prefer entering a major that has better academic and non-academic activity standing.

This assessment shows that the image of the major has a great influence over how it is seen in the general public’s eye. This includes the students who apply and see the major in line with the other faculties that President University has to offer.

4.3.3 Tuition fee
The fee of education is defined as all types of expenditures incurred to provide education. Under the Laws of economics, it is said that humans want to get the highest profits at the lowest possible cost. Students will certainly choose to pay a lower fee to be able to study at the College. Costs incurred for future benefits (Hansen and Mowen, 2013). The researcher found that by using the several questions, based on the interview, most of the respondents described that price that the one of several factors that caused Law study program unable to maximizing the number of prospected students is tuition fee.

Respondent 1

“Tuition is also one of the influential factors. We as Marketing division of President University are in charge of advising the Foundation and providing data that the
University's 'X' average college tuition is about 5 - 10 million per semester. We give details (X, Y, Z), but our university tuition ranges from 10-15 million per- semester (with scholarships). Prospective students will also be thinking even though it is with a scholarship, scholarship is just a "gimmick."

**Respondent 2**

“So many factors that affect one of them is the tuition fee, the social faculty whose tuition fee is not as expensive as the field of engineering engine studies but the same here (President University). We (field of study Law) is the only one of its tuition fee-generalized. Whereas the tuition fee of the field of Law study is definitely lower than Engineering, IT, and Management. In the UI too, (cost) was cheaper than the Law study program of economists. Because I also discussed with the lecturers of the leaders in other campuses, they said it would be difficult if the cost was generalized. Law's average tuition cost is not more than 15 million per semester; 15 million is expensive and should be less under 10 million per semester not yet with scholarship. Maybe if the scholarship he could be cheaper, but must maintain his/her GPA, then the mandatory dormitory fee (about 16.8 million per year). But if the target market, we want market share of “medium to high- end” market, but the ingredients are not in accordance with expectations (parents of prospective students)”

**Respondent 3**

“(We think) the year that did not reach the target only in 2016. There are several librarians. In 2016 there is a significant price increase so as to increase the decision for the selection by prospective students to the university for new courses. Target at least 1 class in accordance with the trend behind.”

The added information below supports one of the factors that determine the amount student to enroll. As we can see through Table 4.2, it shows the university total tuition fee of Law study program until earning a Bachelor's degree. Based on the three
participants responses, the table below shows the comparison of total tuition fees based on the university that provide Law study program.

**Table 4.4 Data of Total Tuition Fee (base on every university’s regulation)**

<table>
<thead>
<tr>
<th>Name of University</th>
<th>Tuition Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universitas Indonesia</td>
<td>Rp. 92,000,000</td>
</tr>
<tr>
<td>Universitas Pelita Harapan</td>
<td>Rp. 169,700,000</td>
</tr>
<tr>
<td>President University</td>
<td>Rp. 250,000,000</td>
</tr>
<tr>
<td>Atma Jaya Jakarta</td>
<td>Rp. 152,300,000</td>
</tr>
<tr>
<td>Universitas Tarumanegara</td>
<td>Rp. 114,900,000</td>
</tr>
</tbody>
</table>

*Source: Conducted researcher*

From these initial participants, the researcher has design another set of questions to be asked to a current student of Law study program and to the alumnus from the same study program. The question theme is to find, whether the cost of the Law study semesters that offered by the university is one of the factors caused the low number of Law students in the last 5 years.

**Respondent 4**

“It is possibly, because the cost that must be paid in the president university is not only the cost of the semester only, but other costs such as dormitory, equipment, and living expenses. If (without scholarship) enrolled at a cost of 25 million is not comparable with the facilities offered by the President of the University.”

**Respondent 5**

“I don’t think the high tuition fee per semester is the one reason underlying the low number of students entering the Law study program and yet I think that the course of Law study was first opened in 2010 and my batch is the 4th generation of the program study itself. In my opinion is how to increase the interest of the prospective student is
directly proportional to how long the Law study program itself stands. So I think the number or number of prospective students who are interested to enter the Law study program is related to the length of the legal study itself stands. I think Law courses have grown significantly. In recent years, the Law program already has its own Legal Aid Institution which stands alone under the program of legal study program to assist the less needy to accept justice as mandated by the Constitution. In addition, the Law program has a community where it is very significant to build the students from the Law program itself in his future career that is the association of Moot Court with a good organizational structure. My lecturer also contacted me to contribute to help him to prepare President University Alumni. As to whether my tuition is comparable to what I get, I do not think in my years of college yet, but it is very good but now I often communicate with my juniors, they mention that their curriculum is much different from me and also the quality of lecturers is much better than in my generation. So back again, whether or not the goodness of the facilities, the curriculum and the lecturers provided by the legal study program is again related to how long they have been established as the more mature courses they will be the prettiest to improve themselves again and again where the previous things yet they have they can have in the future. So I think the high tuition fee does not affect the interest of prospective students to join Law study program. Because as far as I know a lot of students who pay with regular fees and without scholarships, so the reason it is not significant.

4.3.4 Language Issues as a Market Barrier
By viewing the value of the English as the delivering language, there 3 respondents that say that language had become a factor that is barrier in terms of selling it to the right market. By the result of interviews that conducted to the respondents, researcher found that Law study program using full English as a language medium is the one of crucial factor that cause of small number of student that enroll in Law study program. Most of respondent agree that it has become a barrier for students’ ability to make decision. The medium language of study is a major decision of choosing a study program as it affect students ability to learn and understand class.
Respondent 1

“The perception of the market when the use of English will be a problem (for students) when talking about legal issues, because in Law more continental Law, Dutch Law. Well that's hard once translated into English. Likewise with the criminal books (for example) it will be very difficult to translate in English, so prospective students are somewhat reluctant in entering the programmed English-language Law courses.”

Respondent 2

“We deliver (Law) in English, the Law is a bit complicated if it is delivered in English because he has his own terminology, right? It is different stories with psychology, management (or) communication; it's more universal so more easily to accept it.”

Respondent 3

“Because the use of English. We can see by measure the percentage of high school students in a class for example where the amount of students that fluent English, is too low (from 40 people only 5 people), so our market is very miss. We focus for prospective students who want to learn Law with English as language medium.

There 2 respondents that accept the fact that English is a positive medium in class because it is relatable for the career later on.

Respondent 4

“It is never being a matter of when choosing a Law course in advance, if only if I choose, I prefer English for the language of instruction which is a moving legal language and can be used with multinational companies, ability of delivering English is necessary to communicate with the client itself using English as an international language.”
Respondent 5

“I think the introductory language used in Indonesian Law is certainly important in using the Indonesian language. But in relation to my experience in the job world, the language of legal language is very helpful in my current work area as Corporate Lawyer so many of my clients from abroad are trying to open a Foreign Capital Company, they will try a direct approach to Lawyer and Firm- existing Law firm in Indonesia to take care of the establishment requirements for the company itself. We are required to speak English as an international language to become Legal Advisory to. Many agreements are arguably 80% using what I do English. So English material is very helpful or a plus to students in Law's own study. For example, like me who became a Lawyer who works in Lawfirm here I am required to be able to speak English”

4.4 Data Interpretation

Summary perception of Factors

Table 4. 5 Summary of the Respondents

<table>
<thead>
<tr>
<th>Factors</th>
<th>Respondent 1</th>
<th>Respondent 2</th>
<th>Respondent 3</th>
<th>Respondent 4</th>
<th>Respondent 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facility</td>
<td>B</td>
<td>B</td>
<td>F</td>
<td>B</td>
<td>G</td>
</tr>
<tr>
<td>Reputation</td>
<td>B</td>
<td>G</td>
<td>F</td>
<td>B</td>
<td>F</td>
</tr>
<tr>
<td>Tuition fee</td>
<td>B</td>
<td>B</td>
<td>B</td>
<td>B</td>
<td>F</td>
</tr>
<tr>
<td>Language</td>
<td>B</td>
<td>B</td>
<td>B</td>
<td>G</td>
<td>G</td>
</tr>
</tbody>
</table>

Legend: Good | G
According to the interview that has been done, that is shown at Table 4.3 the facility has different value at different perception.

First of all, researcher concluded that there are 3 respondents that feel that there are lack facilities, one of the respondents feels that the facilities are already reach the expectation, one of it feel that there is fair because the respondent did not believe that study program facilities play important role for supporting projected students to take decision of enrolling the program.

Secondly, according the data above, the interview found that there 2 respondent feels that there is moderate recognition because the respondents believe that we cannot compare the achievement to create the recognition of the institution. The rest the respondents still find that their lack of reputation, it still low considered by the achievement that was not well managed.

Next is the tuition fee, researcher finds that tuition fee relatively related to prospected students decision of choosing the study program and also one of the reasons that least of student enrolled. Researcher found that there 4 respondents saw the tuition fee of Law study program of President University was too pricy, the rest of respondents saw that price is fair because the respondent was not put the price as the enrolling consideration.

The last factor is the language as barrier, researcher found that 3 respondent see that the language as an issue that market was not demanded English as the medium language. The rest of it, 2 respondents see that English is great value of learning and there’s demand for people that want to study Law at English medium.

Researcher also analyzes the marketing strategy that used to support Law study program to attract the prospective student. Kotler and Keller (2012) stated that
marketing communication is a means by which the company tries to inform, persuade and remind consumers directly or indirectly about the products and brands sold. That marketing communication in educational institutions is an activity in marketing by using techniques and communication means that aims to provide information and understanding to others in the hope that the objectives of the institution can be achieved, which is marked by an increasing number of prospective students who want to register.

Using communication marketing method, researcher found that are six types of communication modes (Machfoedz, 2010), researcher found that Marketing Department already conduct the method and maximized it by;

1. Advertising, a non-personal or non-personal presentation. As this, marketing already creates brochures of President University that facilitates Law study program, to introduces the profile, also the Law study program itself already made the booklet and banner of Law study program to advertise their program itself.

2. Sales Promotion, with the aim of testing so that consumers can know or feel the presence of new products of the company. This time, the marketing division already created ‘Road show’ program that held every year to 80 cities around Indonesia involving representative from the study programs.

3. Events and Experiences, a company-sponsored activity and programs designed to create a distinctive brand in relation to multiple interactions from the company. In this example, marketing division created events such as competition from every study program and also consultation directly by the study program.

4. Publicity and Public Relations is a program designed by the company to promote special products or programs implemented in order to maintain the company's image. Marketing division also supported Law study program to create their own website, seminar for the prospected student.
5. Direct Marketing, in this activities of Marketing they gave the special privilege called study program marketing portal, so there are built of telemarketing purpose, follow up, consultation, and distributing catalogs to potential customers. The purposes of all were to in touch with the market itself.

6. Personal selling, in these activities, marketing division already created face-to-face selling to create relationship with the prospected student. If there any specific doubt, the Marketing seller forwarded it to study program representative that have authority to send the information. The purpose was to interact to the prospected students, so the information creates awareness and great image, as the result of it hopefully they could great perception from prospected student.

By concluding the data result above, the researcher found that the Marketing division and Law study program currently had great synergic marketing communication implementation. The strategy that created was great enough on the education business purposes; researcher concluded that there is no significant issue regarding the marketing communication strategy.

Finally, after interpreted the following factors that created issue that caused the least amount of Law student program enrollees, the researcher analyze factor by factor described by following steps;

Firstly, the improvement of facility is the step. According Tjiptono, (2011) the facility itself is a physical resource that must exist before a service can be offered to consumers. The facilities provided by service companies greatly influence consumer decisions, as they are closely related to the formation of customer perceptions. The hi-end consumers (in this particular term are the prospected students) have a desire for the product has a complete facility. As we know, learning process supported by adequate learning facilities make students comfortable in doing the learning process. Researcher found that there are several facilities that other universities offer to their prospected student, thus by that matter the researcher concluded the types of facilities that have to have.
Facilities that a Law course should have at least are Discussion Room, Legal Documentation Center, Moot court, Legal aid as one of the container of the development of legal proficiency for students; the last is the Legal Laboratory which provides complete national and international legal documentation and means.

Secondly the reputation of the study program is the one of the major factor that involves the decision of prospected students to join the study program itself. By building good reputation a study program of the university should creates great quality and quantity of achievement itself, not only by student achievement, the degree achieved by the teaching resources should be one of the achievement that built the reputation of the study program itself, the last is the ability of graduate the number of alumni that expected, then also the ability alumni to get a job after graduate.

So as we can see, the main focus that this study program that they have to underline is focus in build the study program itself. Fulfil the facilities that needed as supporting the teaching and learning activities, lecturer competence that can be a factor X greatly improve the perception of prospective students to join program of the study, increasing the number of achievement both quantity and quality related to law study program to increase reputation and attract other parities to join in the partnership and the number of prospective students will register. Thus, the outcome of it is Accreditation. If it is met, there will be a great possibility that accreditation will increase (of course with the criteria determined by the Ministry of Education). Because it was stated by Prasetyo (2014) that universities that have been accredited well, gained greater recognition in the community compared with study that have not been accredited, the researcher conclude by the better the accreditation obtained by an institution the better the perception of society, and the better the public perception of a study program in the university the more interest of prospective students to join (Prasetyo, 2014).

Furthermore, the next issue is the ability of the price to meet the consumer’s expectation. High rate of an education services built more expectation about the brand image and quality of the service provider itself. Consumers will be more concerned
with the benefits and image gained from each rupiah issued. Determination of service products can be associated with the concept of net value, the greater the perceived benefits than the cost incurred will be assessed by consumers as positive value (Lupiyoadi and Hamdani, 2011). The main issue of the Law study program of University faced was there was least of Quality Assessment, which means that ability to assess the quality itself and generate the price to meet the market need and fit the market expectation. It was about adjust to the specifications, then meet customer needs. Adjustments to specifications are often summarized as "fit for purpose and benefit. If the problem factors above have been resolved well, there is a big opportunity that the Law study program of President University can improve the number of enrolling students.

Finally, in response to one of the factors indicating the low number of prospective students applying to Law courses, which is the barrier of language medium the marketing problem. The researcher cites the theory of Yusuf (2014) that using market-oriented product or service innovation methods can drive performance and create more value for customers. Market-oriented innovation is acceptable to customers and able to meet consumer tastes. The theory was impacted to strategy to replace types language offered by Law President University, although the value created by the use of English as the language of medium for the world of work was have great impact, the result of interviews show that English is still less attractive to current market. the researcher find that Law program need to innovate by changing the stigma of English which is difficult to digest and transform into "Law study by using Bilingual introduction". in the other means, bilingual teaching as a model of the use of two languages to convey curriculum materials with the aim of strengthening the competence of students in foreign languages. By using this model there are two main things that students get, namely the mastery of science and speaking in two languages. With this strategy Law Study program of President University will still create the prospected students that desire to study Law in English medium and that desire to Law with Bahasa as medium. To run this program, it should be considered with all of related functionary to prepare program and promote it.
CHAPTER V
CONCLUSION AND RECOMMENDATION

5.1 Conclusion

1. Regarding the data analyzed, researcher found that there was no single factor analysis; by doing only single analysis, the result of the research is too raw. Therefore, the factors are related to each other factors. By creating this research, researcher conducts the interview to gather the information as researcher formulates the answer and finds the factors related and examine whether the factors relevant to with the study program itself. After conducting the research and compiling data along with understanding the information, the researcher has summarize the findings. There are several factors that influence the low number of enrollees for the law study program, there are

   a. Facility, facility is a very underlying improvement of quality in teaching and learning process. Learning facility are all the needs of students in order to facilitate, smooth and support in learning activities in school so that learners can learn optimally. Facilities become one of the things that consider the high accreditation of a study program. One of the most crucial facilities is the moot court, but Law's program study is not able to provide such facilities.

   b. Reputation, as one of the things that helps the brand awareness of a university, the better the reputation is parallel to how large the field of study can attract prospective students to enter the field of study. Here, the field of Law study has not been able to maximize the reputation as one that must be published to improve the perception of prospective students in the field of study.
c. Tuition fee, Tuition fee, cost is an economic sacrifice made to obtain goods or services. Consumers will be more concerned with the benefits and the image gained from each rupiah issued. Determination of service products can be associated with the concept of net value, the greater the perceived benefits than the cost incurred will be assessed by consumers as positive value. If an institution does its market segmentation in the upper and middle classes with using the high regular tuition fee, but the infrastructure are still incomplete and also has not enough accreditation as the standard given by the government, the market will not be achieved.

d. Language as a market barrier, here researcher found that using English as the only language medium, limiting the potential market in terms of enthusiasts and desire to enrolling the study program. The language medium is an important aspect in sending communication and in particular is knowledge. On the topic of Law, language as medium differs in terms of terminology and regulation of each country. Offering a study of law that is conducted in English to a market, there is not fluent with the language causes negative perception. To the point, there are less of amount of enrollees that willing to join the program because of the English of the medium language, the rest of it are not encouraged to join the program.

2. Researcher gathered the data, analyzed, then concluded that there was a great quality of delivering marketing communication strategy that was done by President University Marketing Department. Thus, the researcher concluded that marketing strategy of Marketing Department had no issue that cause the least amount of student enrolling at Law study programs that President University.
3. Researcher found that by solving the factors could define that the main focus that Law study program has focus in building the study program itself. Fulfilling the facilities that needed as supporting the teaching and learning activities, lecturer competence that can be a factor that greatly improve the perception of prospective students to join program of the study, increasing the number of achievement both quantity and quality related to law study program to increase reputation to attract other parities to join in the partnership and the number of prospective students will register. With solved all of the factor problem the outcome that came is improvement at Accreditation, there would be a great possibility that accreditation will increase (of course with the criteria determined by the Ministry of Education). With the rising reputation and the quality and value that offered in Law study program of President University, it w have a good impact on perception and decision of prospective students to choose the field of study and eliminate the existing alternatives.

Secondly, quality with the price must affect each other to build a positive image as perceived quality. In other words, what is paid must be equal to what is received. Therefore, if the other factors already been resolved, they could support the willingness of the prospective student to enroll to the study program.

5.2 Recommendation
Based on the conclusion of research above, the researcher would like to give the following recommendation:

1. There should be an improvement in term of building the quality perception of the study program. First, pointing out the tuition fee that arguably highest at the nation, the tuition fee should in line with the quality that the Law study program has itself. By focus on creating the relatable facilities that could support the comfortable learning and teaching process. What the researcher said that facilities that could support the study program itself was discussion
and meeting room. Also with creating high reputation, from this, the study program itself should create the quality of the lecturer itself (in the other means, the teacher should be supported to get the high honourable degree, create more journal, also related certification), also supporting the amount and quality of alumni (as we know by the data, the alumni number still low). By doing the improvement of the inside of the study program, there is great possibility that the study program to upgrade the Accreditation accredited, surely it has been assessed through criteria that have been determined by the government. With all the improvement and upgraded accreditation, the perception of the student also increased to determine the willingness of prospective student to join the program. Finally, there has to be a Market-oriented approach by innovating the new program in the study program and promote the program of it to the market (prospected student), which is replacing the “full-English learning” with the “Bilingual learning”, the purpose is the same which is to implementing English implementation, but with different method of learning.

2. Maintaining and developing better marketing strategies of the Marketing department also needed. The interest of every study program will always changed by the moving trend of the market need. By analysing and creating innovation in any unspecified period of time also created greater result of marketing.

3. Filling in the existing shortcomings in the Law courses of the President University factors expressed in conclusions can create greater opportunities to increase the number of students joining the program.

4. By limiting the problem factor that occurs, the researcher left many factors that have not been discussed out there. Surely all the problems back to the initial study, all factors are closely related to each other. It cannot just simply choose one factor as reason and fix one factor only. All of the above factors are based only on studies of related studies. There are still many factors that have not been related from the above research such as future education trend,
synchronized management system, study program and marketing; as well as the popularity of reliable teaching practitioners. With this the researcher opens a new topic as a reference for further research.
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APPENDIX

Interview Transcript

Respondent 1

1. Berapa target siswa law di 5 tahun terakhir ini?
Jumlah yang ditargetkan pada tahun yang saya layani adalah sekitar 2 kelas
sekitar 60 orang dan 10% -15% peningkatan dalam jumlah siswa setiap tahun.
2. Apakah jumlah existing siswa 5 tahun terakhir ini sesuai dengan target?
(Kalau tidak) mengapa tidak tercapai?
Tidak tercapai, ada beberapa factor yang menjadi penyebabnya:
1. Market: persepsi market saat penggunaan bahasa inggris akan menjadi
masalah ketika bicara masalah hukum, karena di hukum lebih banyak
hukum continental, hukum Belanda. Nah itu kan sulit sekali diterjemahkan
kedalam bahasa Inggris. Begitu juga dengan kitab – kitab pidana (misalnya)
itu akan sulit sekali diterjemahkan dalam bahasa inggis, jadi calon
mahasiswa agak enggan dalam masuk kuliah diprodi hukum yang
berbahasa inggris.
2. Studi hukum “baru buka”, kalo bidang studi yang baru buka belum ada
akreditasi (yang jelas), kan? Jadi lebih baik mengambil studi hukum di
perguruan tinggi swasta lain yang katakanlah perguruan tinggi swasta itu
tidak terkenal namanya namun ada akreditasi.
3. Bagamana anda membedakan studi program law dengan studi program
lain di President University, dari jumlah siswa? Dari cara merekrut siswa tersebut
Kalo kita ingin memasarkan barang yang “baru”, itu justru kiat marketingnya
akan jauh lebih tinggi dibandingkan dengan menjual barang yang sudah “lama”.
Apa lagi barang yang lama itu relative sudah laku. Saya berpatokan dengan
analogi lama saja, kalau kita menjual barang yang baru, berarti expose,
promosi, mungkin discount (digiatkan), itu yang kita tiru. Namun ternyata factor internal, membuat pasar tidak mau menerima dengan mudah. Jadi mau tidak mau, suka tidak suka ada banyak calon mahasiswa yang berfikir tidak masuk bidang studi law President University karena bahasa inggris. Jadi menjual barang yang baru tanpa dilengkapi dengan terobosan yang baru juga, itu tidak akan tercapai.

4. Factor apa saja kah yang membuat program studi law President University sangat susah untuk menarik minat calon mahasiswa?
   Orang tua dari calon mahasiswa itu butuh dosen- dosen yang “public figure”. nah kalo tidak ada dosen yang terkenal, dosen itu akan mempengaruhi pemilihan mahasiswa itu juga. Contoh sederhananya, saya ingin masuk universitas Atma Jaya karena ada figure X yang terkenal, jadi saya akan diajar oleh dia. Dan fasilitas juga, suka atau tidak suka, fasilitas juga memainkan peran yang penting dan itu kelemahan kita (President University). Justru fasilitas harus dilengkapi, lalu penyadaran kepada masyarakat ditingkatkan.

5. Adakah target dari rector kepada kaprodi dalam mentargetkan jumlah siswa law setiap tahunnya?
   Jadi perhitunganya itu sederhana, jika target itu terpenuhi, kita bisa minta lebih. mempertimbangkan SWOT analysis oleh programp studi juga sangat dibutuhkan.

6. Apakah yang harus di improve dalam program studi law president university sehingga bisa mengangkat minat mahasiswa?
kuliah yang kita jual yang tidak dimiliki oleh kampus lain, itu deferensiasi kita
2. Selain itu kuantitas dosen, kualitas dosen sangat dibutuhkan, jadi bisa menjadi “public figure.
3. Prestasi mahasiswanya: jadi jika kita “blow up” prestasi mahasiswa, itu juga mengundang masuknya siswa. Jadi harus ada integrasi antara kurikulum, kualitas dosen, teaching process nya yang baik. Fasilitas adalah hal yang belakangan, tapi jika 3 pilar ini dipenuhi, akan sangat menjual unuk sebuah prodi. Ini yang disebut sebagai diferensiasi
7. Apa strategi yang harus digunakan dalam memasarkan program studi Law president university sekarang?

Yang paling penting itu adalah sekarang bagaimana membangun program studi itu sendiri, bagaimana membuat mahasiswa itu sendiri berprestasi. Karena marketing sebagai “word of mouth” bayangkan jika dengan jumlah mahasiswa sedikit namun sangat puas dengan kinerja kampus itu sendiri dan membagikan kepada adik kelasnya, namun jika tidak ada achievement yang dimiliki siswa atau dosenya, tidak akan mungkin memenuhi target.
Respondent 2

1. Berapa target siswa law di 5 tahun terakhir ini? 
   Target paling tidak minimal 1 kelas (sekitar 40/30 siswa) atau kalo bisa 2 kelas.

2. Apakah jumlah existing siswa 5 tahun terakhir ini sesuai dengan target? 
   Tidak sesuai dengan target, jadi yang diterima paling tidak 400 (siswa) dari sekian ribu pendaftar, tapi kenyataanya yang enroll dan benar-benar bayar ya paling tidak hanya 1 kelas.

3. (Kalau tidak) mengapa tidak tercapai? Menurut pengamatan saya, pertama adalah masalah biaya karena kampus dimana mana, ilmu sosial dibandingkan dengan sains, tuition fee-nya lebih murah karena kami tidak perlu lab (yang semahal yang sains seperti engineering, IT), hukum tidak perlu (perangkat) apa – apa kecuali court hukum untuk simulasi peradilan semu.

Bagamana anda membedakan studi program law dengan studi program lain di President University, dari jumlah siswa? Yang membedakanya mungkin pertama adalah tidak mendapatkan foreign student, (katanya) dulu pernah dapat dari china tapi dia tidak bisa mengikuti karena kendala bahasa, kita sampaikan dalam bahasa inggris, hukum itu memang agak rumit kalau disampaikan dalam bahasa inggris karena dia ada terminology sendiri, kan? Beda kalo psychology, management (atau) communication, itu lebih universal jadi lebih mudah menerimanya. Sekarang kami terima dari Timor Leste karena mereka bahasa Inggrisnya lumayan (bagus). Lalu kalau bidang universal itu umum makanya foreign student banyak juga datang seperti IR. Karena law sendiri berdasarkan jurisdiction, hukum di Indonesia hanya bisa diguna di Indonesia, so what is the point kalau orang asing belajar hukum Indonesia? Unless he/she has something to do with Indonesia, such as for the business or anything and then so they have to know about indonesian law. Mengapa fakultas bisnis bisa lebih banyak menarik jumlah siswa dibanding law? Ya, Karena business itu universal, principal of business akan sama dimana – mana (Negara), tapi kalau law itu beda. Every country, they have their own system. Itu yang tidak bisa.
Sebenarnya peminatnya banyak terbukti dari yang registers ribuan. Data tahun ini yang register sekitar 1049, let’s say we put it as 1000 yang register melalui test baik yang online atau seat in di sini tapi yang diterima hanya sekian-ratus (dengan letter of acceptance). Tapi yang enroll dan yang bayar hanya kurang lebih 20(orang) dari sekian_ratus yang di terima, so can you imagine. Mungkin karena pertam mereka memilih PTN lalu law (di President University) masih baru juga sekitar 6 tahun. Jadi banyak factor yang mempengaruhi juridiksi (karena sistemnya beda),fakultas sosial yang tuition fee nya tidak semahal yang tehnik tapi samadisini (satu-satunya yang tuition fee- nya disamaraikan).

4. Dalam 5 tahun terahir ini, apa saja yang telah dilakukan oleh program studi law dalam meningkatkan kualitas persaingan untuk menarik minat calon mahasiswa?
   Ya sistem marketingnya sudah bagus, sekarang sudah berubah. Jadi kita ada akses, kita juga jadi mandiri juga.
   Di dalam 2 tahun terahir ini kami “jemput bola”, kami datang ke sekolah – sekolah, lalu kita mengadakan partnership dengan law firm top tier, dan juga perusahaan- perusahaan besar. Mereka juga memperkenalkan kita (law PU ) sehingga kami juga bisa memasukkan law firm mereka di dalam program marketing law itu sendiri bukan umum. Sehingga (calon mahasiswa) mereka melihat “oh siapa sih partnernya” oh ternyata law firm besar- besar. Partnership ini bisa untuk internship, bisa juga menjadi dosen tamu, bisa juga general lecture, bisa juga workshop. Dan mereka juga sangat antusias untuk bergabung. Jadi law sendiri mempunyai divisi partnership khusus berbeda dengan yang ada di kampus. Plus kita ikut lomba sekarang karena dulu siswa kita sedikit, jadi susah untuk ikut lomba juga, dosen tetap juga belom banyak untuk menjadi dosen tetap. Kebetulan per akhir tahun kemaren saya dapat dosen tetap yang bisa “coaching” untuk ikut lomba dan akhirnya kita (law PU ) menang padahal

5. Adakah target dari rector kepada kaprodi dalam mentargetkan jumlah siswa law setiap tahunnya? ada, minimal 1 kelas atau 2 kelas. Sepertinya mudah tapi tidak mudah.


7. Apa strategi yang digunakan dalam memasarkan program studi Law President University?
Kami ikut aktif dalam menghubungi prospective student (sekarang sudah diberikan akses oleh marketing), kalau dulu kan kami tidak ikut campur, jadi kalo ambassador yang datang, ambassador yang mana? Jelas bukan orang yang tidak ada product knowledge, jd sekarang orang hukum yang harus turun, kalo ambassador aja dia tidak bisa mewakili
Kami juga sering mengadakan FGD, seminar yang diberi akses oleh marketing

8. (marketing) Apakah mininmya fasilitas law (misalnya ruang sidang) mempengaruhi minat siswa masuk ke PU?
Respondent 3

1. Berapa target siswa law di 5 tahun terakhir ini?
Target kami secara general, 15% kenaikan jumlah siswa pertahun minimum quota per- prodi sebanyak 1kelasaitu 40

2. Apakah jumlah existing siswa 5 tahun terahir ini sesuai dengan target? (Kalau tidak) mengapa tidak tercapai?
Yang tidak mencapai target itu hanya 2016. Ada beberapa factor, pada tahun 2016 ada kenaikan harga yang cukup signifikan sehingga meningkat pemilihan calon siswa terhadap universitas untuk prodi baru, target minimal 1 kelas, sesuai dengan trend ke belakangnya
Pemilihan oleh calon siswa juga, jadi langkahnya adalah kami promosi, mereka test, mereka paid, dan mereka enroll. Kalau secara statistic, yang mengikuti test (masuk) di prodi lain seperti prodi BA jauh lebih banyak daripada prodi law, itu yang menyebabkan jumlah (calon siswa) yang paid juga lebih kecil dari BA dan yang enroll pun juga lebih sedikit dari BA.

3. Menurut anda sebagai Marketing dari kampus, apa yang mendasari sedikitnya jumlah siswa yang masuk ke bidang studi law?
Kami menjual Above the line untuk semua prodi, balik lagi kepada pemilihan siswa sendiri, mereka lebih pilih prodi lain daripada prodi law.

4. Factor apa saja kah yang membuat program studi law President University sangat susah untuk menarik minat calon mahasiswa?
Bukan hanya prodi law sih, tapi general sekali. Karena kita pakai bahasa inggris, jumlah sresentasi siswa SMA dikelas yang fasi berbahasa Inggris sangat sedikit (dari 40 organg hanya 5 orang). Jadi market kita sangat miss, jadi kita focus untuk yang belajar hukum dengan pengantar bahasa inggirs.

5. Dalam 5 tahun terahir ini, apa saja yang telah dilakukan oleh marketing dalam meningkatkan kualitas persaingan untuk menarik minat calon mahasiswa program studi law?
Ini harus mix source dengan prodi law, kita selalu involve ke prodi law. Jadi selain test yang biasa kita laksanakan, untuk awareness terhadap prodi law sendiri kami melakukan berbagai kegiatan seperti lomba dan seminar dengan involvement dari prodi law. Dari marketing sendiri kami meningkatkan kualitas promosi secara umum, sedangkan untuk masing-masing prodi, kami berikan portal untuk prodi nya. Jadi kita buat portal prodi, nanti prodi membuat konten menarik mengenai prodi law untuk menarik minat calon mahasiswa tersebut, kita adakan meet and greet dengan calon siswa, kita adakan seminar untuk calon siswa dengantujuan menarik minat calon siswa. Kita memberikan fasilitas dan opportunity yang sama kepada setiap prodi. Kami libatkan mereka (program studi) dari mulai pre-event, kami siapkan brain storming untuk menentukan mereka (program studi) ingin membuat event apa saja, kita berikan opportunity yang sama di portal program studi untuk follow up kepada calon siswa, kita berikan opportunity dan waktu yang sama untuk presentasi dan juga membuka konsultasi kepada calon mahasiswa.

Bagaimana anda menilai kekurangan metode penjualan 5 tahun terahir yang menyebabkan kurangnya minat mahasiswa untuk masuk bidang studi law?
Dari tahun 2013 – 2016 kami menggunakan metode yang sangat konvensional yang dalam arti lain kami belum envolvement ke sosial media dan digital, dan sistem masih manual. 2 tahun terahir kami shift, lebih banyak involvement sosial media dan digital, kami pangkas semua bureaucracy dan juga cara pendaftaran. Dari tahun sebelumnya, waktu untuk menerima hasil tes bisa lebih dari 1 bulan diubah menjadi 1 hari (langsung dapat hasil ditempat) dan bisa konsultasi kepada program studinya. Itu sangat support positive untuk mendorong decision making pada calon siswa itu sendiri.
Dari bulan agustus sampai januari kami telah melakukan roadshow ke 80 kota se- Indonesia untuk mempromosikan President University dan melakukan tes beasiswa. Untuk semua program studi kami beri kesempatan yang sama untuk melakukan meet and greet untuk setiap program studi, kami adakan seminar
dan lomba untuk setiap program studi, serta kami berikan portal telemarketing per-program studi untuk followup setiap calon mahasiswa. Serta kami memberikan kesempatan yang sama untuk presentasi dan konsultasi untuk setiap program studi ketika mengadakan Open House untuk menarik minat para calon mahasiswa.

6. Apakah yang harus di improve dalam program studi law president university sehingga bisa mengangkat minat mahasiswa?
Pohon dilihat dari buahnya, jika alumni menjual, pasti alumni merekomendasikan. Partnership dengan tempat magang juga sangat membantu, kehadiran alumni untuk representasi openhouse sebagai consultant.