



**MARKETING STRATEGY ON MAINTAINING THE
INTEREST OF PROSPECTIVE STUDENTS IN HIGHER
EDUCATION DUE TO THE PANDEMIC OF COVID-19 :
THE CASE OF PRESIDENT UNIVERSITY**

THESIS

**Submitted as one of the requirements to obtain
Magister Manajemen**

By

Yosephine Meilannie Purnama Mendrofa

023202005017

**FACULTY OF BUSINESS
TECHNOLOGY MANAGEMENT STUDY PROGRAM
CIKARANG
NOVEMBER, 2022**



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The Panel of Examiners declare that the master project entitled “**MARKETING STRATEGY ON MAINTAINING THE INTEREST OF PROSPECTIVE STUDENTS IN HIGHER EDUCATION DUE TO THE PANDEMIC OF COVID-19: THE CASE OF PRESIDENT UNIVERSITY**” that was submitted by Yosephine Meilannie Purnama Mendrofa majoring in Master of Technology Management from the Faculty of Business was assessed and approved to have passed the Oral Defense on November 10, 2022



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9. Although researchers have done the best to complete this thesis, researchers believe that this thesis is still far from perfection. Therefore, the researcher is open with critics and suggestions. By completing this research, the researcher hopes that this thesis can contribute well to society, as well as students and all people who have read this research.

Cikarang, 15 February 2023



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ABSTRACT

Indonesia is facing the COVID-19 pandemic which has become one of the worldwide pandemics that influences every security aspect of the nations, one of them is the economy. The pandemic is influencing business in the world, one of it is the higher education business in Indonesia. President University could not fully conduct itself in terms of their academic or non-academic activities, nor the marketing activities in order to gain more students. It is also influencing the decreasing income in the business. Thus, it is important to find the suitable strategy for President University in order to maintain their position and competition among other universities in the market. This thesis is going to analyze the strengths, weaknesses, opportunities and threats of President University to find out the best marketing strategy. The analysis is going to be conducted by using the PESTEL analysis, Porter's Five Forces, SWOT, VRIO, Product and Operations, Research and Development, Marketing Mix, IFE, EFE, SPACE Matrix, Grand Strategy Matrix and QSPM Matrix. This thesis is also going to be explaining about the competitive advantages of President University as well the implementation of the analysis above. Whether President University is going to strengthen their internal assessment, their digital marketing through social media and websites, or finding the way to attract their prospective students online or offline during the COVID-19 era. Which is also kind of "tricky" because the market of President University is the Generation Z that has the evolving characteristics in which it is always moving forward as the world is also changing due to globalization.

keywords: higher education, covid-19, generation z, marketing strategy

ABSTRAK

Indonesia menghadapi pandemi COVID-19 yang telah menjadi salah satu pandemi global yang mempengaruhi setiap aspek keamanan bangsa, salah satunya adalah ekonomi. Pandemi mempengaruhi bisnis di dunia, salah satunya adalah bisnis pendidikan tinggi di Indonesia. President University tidak dapat sepenuhnya melakukan kegiatan akademik atau non akademik, maupun kegiatan pemasaran untuk mendapatkan lebih banyak mahasiswa. Hal ini juga menyebabkan adanya penurunan pemasukan oleh President University. Oleh karena itu, penting untuk menemukan strategi yang cocok untuk President University agar dapat mempertahankan posisi dan persaingannya di antara universitas lain di pasar. Tesis ini akan menganalisis kekuatan, kelemahan, peluang dan ancaman dari President University untuk mengetahui strategi pemasaran terbaik. Analisis akan dilakukan dengan menggunakan analisis PESTEL, Porter's Five Forces, SWOT, VRIO, Product and Operations, Research and Development, Marketing Mix, IFE, EFE, SPACE Matrix, Grand Strategy Matrix dan QSPM Matrix. Tesis ini juga akan menjelaskan tentang keunggulan kompetitif President University serta implementasi dari analisis di atas. Apakah President University akan memperkuat penilaian internal mereka, pemasaran digital mereka melalui media sosial dan situs web, atau menemukan cara untuk menarik calon mahasiswa mereka secara online atau offline selama era COVID-19. Yang juga agak "rumit" karena pasar President University adalah Generasi Z yang memiliki karakteristik berkembang di mana ia selalu bergerak maju seiring dunia yang juga berubah akibat globalisasi.

kata kunci : pendidikan tinggi, covid-19, generasi z, strategi pemasaran

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