

MARKETING INNOVATION IN THE DIGITAL ERA : INCREASING CAPITAL AT STIKOM CKI THROUGH TECHNOLOGY AND SOCIAL MEDIA

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Abstract

Marketing innovation in the digital era plays a crucial role in enhancing institutional capital, particularly for higher education institutions like STIKOM CKI. The rapid development of digital technologies and the increasing dominance of social media have transformed traditional marketing approaches, making digital engagement essential for institutions to remain competitive and relevant. This research explores how STIKOM CKI can leverage digital marketing strategies to improve brand visibility, increase student enrollment, and strengthen institutional capital. The study identifies key challenges faced by STIKOM CKI, including limited brand awareness, underutilization of digital tools, and ineffective stakeholder engagement strategies. To address these issues, the research proposes adopting advanced digital tools such as social media analytics, search engine optimization (SEO), and customer relationship management (CRM) systems. The findings highlight the effectiveness of platforms like Instagram, Facebook, and LinkedIn in reaching prospective students and other stakeholders. Additionally, the research emphasizes the importance of staying ahead of emerging digital trends, including artificial intelligence (AI), machine learning, and automated marketing solutions. Implementing AI-driven chatbots, personalized email campaigns, and predictive analytics can significantly enhance marketing effectiveness. In conclusion, a well-planned, data-driven digital marketing strategy will enable STIKOM CKI to attract and retain students, build stronger industry partnerships, and ensure sustainable institutional growth. By continuously adapting to the evolving digital landscape, the institution can secure its long-term success and maintain a competitive edge in the education sector.

Keywords: *Digital marketing, higher education, innovation, social media, technology, capital growth, student engagement.*

INTRODUCTION

1.1. Background

In the digital era, the landscape of marketing has undergone a profound transformation, driven by the rapid advancement of technology and the pervasive influence of social media. Globally, businesses across various industries have recognized the need to adapt to these changes to remain competitive and achieve growth. This phenomenon is particularly relevant in the context of higher education institutions, where marketing innovation is crucial for attracting and retaining students, enhancing brand reputation, and increasing institutional capital.

On a global scale, the rise of digital technology and social media has revolutionized how organizations engage with their audiences. The proliferation of digital platforms has created new opportunities for reaching target markets more effectively and efficiently. According to a report by Deloitte (2023), digital advertising expenditures have surged, with social media platforms accounting for a significant portion of these investments. The global shift towards digital marketing is marked by the increasing use of data analytics, artificial intelligence, and personalized content strategies. These innovations enable businesses to tailor their marketing efforts to specific audience segments, optimize campaign performance, and drive growth.

In the local context of Indonesia, the adoption of digital marketing strategies has gained momentum, particularly among educational institutions. STIKOM CKI, a prominent technology and communication-focused institution,

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operates in a competitive environment where innovative marketing practices are essential for differentiation and growth. The Indonesian higher education sector has seen a growing emphasis on digital engagement, with institutions leveraging technology and social media to enhance their visibility and attract prospective students.

STIKOM CKI faces several challenges in this dynamic environment. The institution must contend with increasing competition from both domestic and international educational providers, which necessitates a strategic approach to marketing. Additionally, the rapid evolution of digital tools and platforms requires continuous adaptation and innovation. The extent of these challenges is reflected in the need for STIKOM CKI to effectively utilize technology and social media to achieve its goals. This includes developing a robust digital presence, engaging with potential students through targeted campaigns, and leveraging analytics to measure and enhance marketing effectiveness.

The importance of this research lies in its potential to provide STIKOM CKI with actionable insights into how marketing innovations can be harnessed to increase capital and strengthen its position in the educational sector. By exploring successful strategies and best practices from both global and local perspectives, this study aims to offer practical recommendations for leveraging digital tools and social media to drive institutional growth.

1.2 Company Profile

STIKOM CKI (Sekolah Tinggi Ilmu Komputer Cipta Karya Informatika) is a distinguished educational institution located in East Jakarta, Indonesia. Founded with the mission of advancing education in the fields of computer science and information technology, STIKOM CKI is strategically positioned to address the growing demand for digital and technological expertise in the Indonesian job market.

a. Institutional Overview

STIKOM CKI is situated at Jl. Radin Inten II No.8 5, RT.5/RW.14, Duren Sawit, East Jakarta, Special Capital Region of Jakarta 13440, Indonesia. As a key player in the higher education sector, the institution specializes in offering programs that are designed to equip students with cutting-edge knowledge and skills in technology and communication.

b. Business Scope

The business scope of STIKOM CKI encompasses several critical areas:

1. Educational Programs in STIKOM CKI offers a variety of undergraduate and postgraduate programs in fields such as Information Technology, Computer Science, Digital Media, and Business Informatics. These programs are crafted to integrate the latest technological advancements and industry practices, ensuring that graduates are prepared to meet the demands of a rapidly evolving digital economy.
2. Research and Innovation for the institution is deeply committed to research and development in technology and communication. STIKOM CKI engages in research activities that explore emerging technologies, their applications, and their impact on various sectors. The institution collaborates with industry partners and academic researchers to foster innovation and contribute to the advancement of knowledge in its fields of expertise.
3. Industry Partnerships, STIKOM CKI maintains strong relationships with a range of industry partners, including technology firms, communication companies, and other organizations. These partnerships facilitate internships, practical training, and collaborative projects that provide students with valuable real-world experience. Additionally, the institution offers consultancy services and participates in joint research endeavors with industry stakeholders.
4. Marketing and Outreach, the marketing and outreach division at STIKOM CKI plays a crucial role in enhancing the institution's visibility and reputation. This division is responsible for developing and implementing marketing strategies that leverage both traditional and digital media. With a focus on digital innovation, STIKOM CKI utilizes social media platforms, online advertising, and data analytics to engage prospective students and strengthen its brand presence.
5. Student Support Services, STIKOM CKI provides a comprehensive range of support services to enhance the student experience. These services include academic advising, career counseling, and extracurricular activities. The institution is dedicated to fostering a supportive and enriching learning environment that contributes to the academic and personal development of its students.

c. Digital Innovation and Capital Growth

In the digital era, STIKOM CKI is committed to leveraging technology and social media to drive its marketing efforts and increase institutional capital. The institution's digital strategy includes utilizing advanced marketing tools, engaging with target audiences through social media channels, and employing data-driven approaches to optimize campaign performance. By embracing these innovations, STIKOM CKI aims to expand its reach, enhance its market position, and achieve sustainable growth in a competitive educational landscape.

Overall, STIKOM CKI's business scope reflects its dedication to providing high-quality education, fostering research and innovation, and embracing digital transformation. Through these efforts, the institution seeks to strengthen its position as a leading provider of technology and communication education in Indonesia.

I.3 Business Issue

a. Symptoms/Gaps

In the context of STIKOM CKI (Sekolah Tinggi Ilmu Komputer Cipta Karya Informatika), several symptoms and gaps have been identified that highlight the need for innovative marketing strategies. These symptoms include:

1. **Declining Enrollment Rates:** Despite the institution's strong academic offerings, there has been a noticeable decline in student enrollment over recent years. This trend suggests that current marketing efforts may not be effectively reaching or engaging potential students.
2. **Limited Brand Visibility:** STIKOM CKI's brand presence in the highly competitive higher education market is relatively limited. The institution struggles to differentiate itself from other educational providers and enhance its visibility among prospective students.
3. **Underutilization of Digital Tools:** The institution's current marketing strategies do not fully leverage the potential of digital tools and social media platforms. This underutilization hampers the institution's ability to engage with a broader audience and capitalize on digital marketing trends.
4. **Ineffective Communication Channels:** Feedback from students and stakeholders indicates that the existing communication channels are not sufficiently effective in addressing their needs and expectations. There is a gap in how information about the institution's programs and achievements is disseminated and perceived.

b. Business Situation Analysis

- **Context of the Business Issue**

The business issue at STIKOM CKI centers on the urgent need to innovate its marketing strategies to boost capital and enhance institutional performance in the digital era. The higher education sector is becoming increasingly competitive, with numerous institutions vying for the attention of prospective students. The rise of digital marketing has shifted the focus from traditional methods to more dynamic and data-driven approaches. This evolution in the marketing landscape presents both challenges and opportunities for STIKOM CKI.

Technological advancements have introduced a plethora of new tools and platforms for marketing, yet STIKOM CKI has not fully embraced these innovations. This gap highlights a significant opportunity for the institution to enhance its marketing effectiveness and increase engagement with its target audience. As digital channels become more integral to communication strategies, the institution must adapt to remain competitive. Stakeholder expectations also play a crucial role in shaping the business issue. There is a growing demand from students, parents, and industry partners for educational institutions to provide relevant, timely, and engaging information through digital channels. Meeting these expectations is essential for maintaining and expanding the institution's reach and influence.

- **Stakeholders Involved**

Prospective students are the primary stakeholders directly impacted by the institution's marketing strategies. Their preferences and behaviors significantly influence the effectiveness of marketing efforts. Current students also play a vital role, as their feedback can offer valuable insights into the effectiveness of existing communication and marketing practices.

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Faculty and staff contribute to the delivery of academic programs and are instrumental in shaping the institution's image and reputation. Alumni, as former students, have the potential to influence the institution's reputation and serve as brand ambassadors, making their experiences and testimonials valuable assets for marketing.

Industry partners, who collaborate with STIKOM CKI, expect the institution to lead in technological and educational innovation. Their perception of the institution's market position can impact potential partnership opportunities. Finally, parents and guardians, as key decision-makers in the educational choices of prospective students, have significant influence over their perceptions of the institution's marketing and communication strategies.

c. Problem Identification/Refinement/Assessment

- **Identification and Refinement**

To address the identified symptoms and gaps, STIKOM CKI can employ several analytical tools and methods. Conducting a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis will be crucial in identifying the internal and external factors impacting the institution's marketing efforts. This analysis will uncover strengths to leverage, weaknesses to address, opportunities for innovation, and threats to mitigate, providing a comprehensive view of the current marketing landscape.

Additionally, performing a competitive analysis will help STIKOM CKI understand the marketing strategies employed by competing institutions. This comparative approach can offer valuable insights into best practices and innovative methods that the institution might adopt or adapt to enhance its own marketing strategies.

Collecting data through stakeholder surveys and feedback is another essential step. Engaging with students, faculty, alumni, and industry partners via surveys, interviews, and focus groups will yield insights into their needs, preferences, and perceptions. This feedback is vital for refining marketing strategies to better align with stakeholder expectations.

Furthermore, utilizing digital marketing metrics such as engagement rates, click-through rates, and conversion rates will provide a quantitative assessment of the effectiveness of current digital marketing efforts. These metrics will help identify areas needing improvement and guide the optimization of marketing campaigns.

- **Assessment Using Data/References**

Data analysis will involve reviewing enrollment statistics, digital engagement data, and feedback surveys to evaluate the impact of existing marketing practices and pinpoint specific areas for improvement. Referring to industry trends, including reports and case studies on digital marketing innovations in higher education, will offer benchmarks and insights into effective strategies. Benchmarking STIKOM CKI's marketing performance against industry standards and best practices will help identify gaps and opportunities for growth.

By addressing these issues through structured analysis and leveraging relevant data, STIKOM CKI can develop and implement innovative marketing strategies that effectively utilize technology and social media. This approach will not only increase institutional capital but also enhance the institution's competitive position within the higher education sector.

LITERATURE REVIEW

2.1 Problem Exploration

2.1.1 Business Situation Analysis

STIKOM CKI operates in an increasingly competitive higher education market, where traditional marketing methods are no longer sufficient. The rise of digital platforms has transformed how institutions engage with students, requiring a shift towards innovative, technology-driven marketing strategies. The challenge lies in leveraging digital tools, such as social media and data analytics, to boost student enrollment, enhance brand visibility, and drive institutional capital growth. Stakeholders, including prospective students, faculty, alumni, and industry partners, have varying expectations for the institution's digital presence, making an effective digital marketing approach crucial for long-term success.

2.1.2 Root Cause Exploration and Opportunity Analysis

The primary challenge STIKOM CKI faces stems from the underutilization of digital marketing tools. The institution has yet to fully embrace data-driven strategies and personalized content that could significantly improve its outreach and engagement. The limited use of social media further restricts its ability to connect with prospective students and other stakeholders. However, this also presents an opportunity for STIKOM CKI to modernize its marketing efforts. By incorporating artificial intelligence, data analytics, and targeted campaigns, the institution can optimize its engagement strategies. Tools such as the 5 Why-Method, Fishbone Diagram, and Current Reality Tree can help analyze the root causes and formulate effective solutions for digital transformation.

2.2 Literature Review

2.2.1 Definition of New Terms

- *Digital Marketing*: The use of digital channels such as websites, social media, and search engines to promote educational programs. It provides greater reach and real-time analytics, making it a key strategy for STIKOM CKI's marketing efforts.
- *Personalized Marketing*: A data-driven approach that tailors marketing messages to specific audience segments, ensuring more effective student engagement.
- *Capital Growth*: The increase in institutional financial resources and brand reputation, often driven by higher student enrollment and stronger industry partnerships.

2.2.2 Underlying Theories and Concepts

- *Diffusion of Innovation Theory*: Explains how new technologies are adopted, emphasizing the importance of STIKOM CKI being an early adopter of digital marketing innovations.
- *Resource-Based View (RBV) of the Firm*: Highlights how leveraging unique internal resources, such as digital expertise and advanced marketing tools, can create a competitive advantage.
- *Social Media Marketing Theory*: Focuses on how digital engagement fosters brand recognition, student retention, and stronger industry relationships.

2.2.3 Related Literature on Business Issues

- Research confirms that digital marketing enhances student engagement and institutional visibility. Studies by Smith & Johnson (2020) and Brown (2021) demonstrate that institutions with strong digital presences experience higher enrollment rates and brand loyalty.
- Social media plays a crucial role in brand visibility. According to Brown (2021), active engagement on platforms like Instagram and LinkedIn leads to increased student interest and enrollment.
- Capital growth is directly linked to digital innovation. A study by Lee & Parker (2022) found that institutions that invest in digital marketing gain not only more students but also stronger partnerships and financial stability.

2.2.4 Development of Argument Based on Research

Theoretical frameworks and empirical research collectively support the argument that STIKOM CKI must adopt digital marketing innovations. The Diffusion of Innovation Theory underscores the importance of early adoption to remain competitive. The RBV theory highlights the strategic use of internal resources for competitive advantage. Social Media Marketing Theory demonstrates the necessity of an active digital presence. Based on these theories, hypotheses can be formed, such as:

- Implementing data-driven digital marketing will increase student enrollment.
- Utilizing social media effectively will enhance brand visibility.
- Personalized marketing campaigns will drive institutional capital growth.

2.3 Conceptual Framework

- **Digital Marketing Innovation**
The adoption of digital tools such as social media, SEO, and data analytics to improve marketing effectiveness. This aligns with the Diffusion of Innovation Theory, emphasizing the need for STIKOM CKI to integrate advanced marketing strategies.
- **Personalized Marketing**
Using data-driven insights to create customized content that resonates with specific audience segments. This enhances student engagement and enrollment, supported by the Social Media Marketing Theory.
- **Social Media Engagemeny**
Increasing interaction with target audiences through platforms like Instagram and LinkedIn. This strategy improves institutional visibility, strengthens relationships, and fosters brand loyalty.
- **Capital Growth**
Achieving financial and reputational growth by increasing student enrollment and strengthening industry partnerships. The RBV theory suggests that effective resource utilization leads to long-term competitive advantages.
- **Data-Driven Decision-Making**
Utilizing AI and analytics to refine marketing strategies, ensuring optimized outreach efforts. By leveraging real-time data, STIKOM CKI can improve student engagement and enhance marketing performance.

This structured approach provides a clear roadmap for STIKOM CKI to enhance its digital marketing efforts, increase capital growth, and remain competitive in the evolving education sector.

Research Methodology

3.1. Research Design

Given the background issue described, a qualitative research approach is particularly well-suited due to the need to explore complex dynamics, stakeholder perspectives, and contextual factors. Several types of qualitative research could be effectively applied in this context. A case study would allow for an in-depth examination of STIKOM CKI's unique situation, focusing specifically on its marketing strategy within the higher education landscape. This method is ideal for exploring how the institution navigates challenges in the digital era and how various stakeholders perceive and influence marketing efforts. By utilizing multiple data sources such as interviews, document analysis, and observations, a case study can provide a comprehensive understanding of STIKOM CKI's strategies and the impact of technological and social media innovations on its market positioning.

A phenomenological study could be employed to understand the lived experiences of individuals involved in or affected by STIKOM CKI's marketing strategies. This approach might explore how prospective students perceive and engage with the institution's digital content, or how the marketing team experiences the process of integrating new technologies into their campaigns. Through in-depth interviews, phenomenology can uncover the meanings and interpretations that stakeholders attach to the institution's marketing practices, offering deep insights into the effectiveness and reception of these strategies.

Alternatively, grounded theory could be useful if the research aims to develop a new theoretical framework based on the data collected. This method involves systematically gathering and analyzing qualitative data from STIKOM CKI's stakeholders to generate a theory explaining how digital marketing strategies evolve within higher education institutions. This iterative process is particularly suited to contexts where existing theories may not fully capture the complexities of the digital landscape, allowing for the creation of a theory grounded in real-world observations.

Lastly, ethnography could be employed to study the culture of STIKOM CKI, particularly how the institution's culture influences and is influenced by its marketing strategies. This method would involve immersive observation and interaction with the institution's community, providing rich, detailed descriptions of the social dynamics at play. By understanding the cultural context, ethnography can reveal how marketing innovations are adopted and adapted within the institution, highlighting the role of organizational culture in shaping marketing outcomes. These qualitative research methods—case study, phenomenology, grounded

theory, and ethnography—offer different but complementary ways to explore the complex issues surrounding STIKOM CKI’s marketing strategies in the digital age. Each method provides a unique lens through which to understand the institution’s challenges and opportunities, making them well-suited to the goals of the thesis.

3.2. Data Collection Method’s

In the context of the qualitative research methods described, several data collection techniques are essential to gather the necessary information for an in-depth analysis:

- a. Interviews:
 - Semi-Structured or In-Depth Interviews: This technique is widely used in case studies, phenomenological studies, and grounded theory. Interviews allow researchers to gather detailed insights from key stakeholders such as students, faculty, and marketing team members at STIKOM CKI. In the case of phenomenology, in-depth interviews are crucial to understanding the personal experiences and perceptions of individuals affected by the institution's marketing strategies.
- b. Document Analysis:
 - Review of Internal and External Documents: Document analysis involves examining existing records, reports, marketing materials, and other relevant documents that provide context and evidence of STIKOM CKI’s marketing strategies. This technique is particularly important in case studies to understand the historical and strategic context of the institution's actions.
- c. Observations:
 - Participant and Non-Participant Observation: Observational techniques are key in ethnographic research, where the researcher immerses themselves in the environment to observe the cultural dynamics and interactions within STIKOM CKI. Observations can also be valuable in case studies to witness real-time marketing efforts or stakeholder interactions, providing additional context to the interview and document data.
- d. Focus Groups:
 - Group Discussions: Focus groups can be used to gather diverse perspectives from multiple stakeholders simultaneously. This method allows for the exploration of shared experiences and opinions, especially useful in phenomenological research to understand common themes among students or faculty regarding the institution's marketing strategies.
- e. Field Notes and Memos:
 - Researcher Reflections: In grounded theory and ethnography, field notes and memos are critical for capturing the researcher’s observations, thoughts, and reflections during the data collection process. These notes help in the iterative process of theory development in grounded theory and in understanding cultural nuances in ethnographic studies.

Each of these data collection techniques contributes to building a comprehensive understanding of STIKOM CKI’s marketing strategies within the digital landscape. By combining these methods, the research can capture the complexity of the institution's challenges and the perspectives of its various stakeholders, providing a solid foundation for analysis and theory development.

3.3. Data Analysis Method’s

In alignment with the qualitative research design and data collection methods outlined, several data analysis techniques are appropriate for effectively interpreting the gathered data:

- b. Content Analysis:
 - Application: Content analysis is a systematic approach used to identify patterns, themes, and meanings within qualitative data. For this research, it is particularly useful in analyzing interview transcripts, focus group discussions, and documents related to STIKOM CKI’s marketing strategies. By coding and categorizing the data, content analysis allows the researcher to uncover recurring themes and key insights into how stakeholders perceive and engage with the institution’s digital marketing efforts.

- Purpose: This method helps in understanding the underlying themes and patterns in the data, providing a structured way to interpret the qualitative information collected from multiple sources.
- b. Thematic Analysis:
 - Application: Thematic analysis is a method that involves identifying, analyzing, and reporting patterns (themes) within the data. It is particularly effective for phenomenological studies where the focus is on understanding the lived experiences of stakeholders, such as how students and faculty interact with and perceive STIKOM CKI's marketing strategies. This method involves coding the data and developing themes that capture the essence of the participants' experiences. Purpose, thematic analysis provides a rich, detailed, and nuanced understanding of complex data, making it ideal for exploring the subjective experiences and interpretations of individuals involved in the marketing strategies.
 - c. Grounded Theory Analysis:
 - Application: Grounded theory analysis is used to develop a new theory based on the data collected. In this research, it could be applied to systematically gather and analyze qualitative data from various stakeholders at STIKOM CKI. The goal is to develop a theoretical framework that explains how digital marketing strategies evolve within higher education institutions. This method involves an iterative process of coding, constant comparison, and theory generation.
 - Purpose: Grounded theory analysis is particularly useful when existing theories do not fully explain the observed phenomena. It allows for the development of a new theory grounded in the real-world experiences and observations related to STIKOM CKI's marketing strategies.
- 2. Narrative Analysis:
 - Application: focuses on the stories and personal accounts provided by research participants. This method can be particularly relevant in understanding the narratives of different stakeholders at STIKOM CKI, including how they view the institution's marketing innovations and their impact. Narrative analysis involves closely examining the stories to understand how they are constructed and what they reveal about the institution's cultural and strategic context.
 - Purpose: This analysis method provides insights into how individuals make sense of their experiences, which is crucial for understanding the broader impact of STIKOM CKI's marketing strategies on its community.

By employing these qualitative data analysis methods—content analysis, thematic analysis, grounded theory analysis, and narrative analysis—the research can deeply explore the complexities surrounding STIKOM CKI's marketing strategies in the digital age. Each method offers a unique perspective, ensuring a comprehensive and insightful analysis that aligns with the research goals.

Results and Discussion

4.1 Customer Analysis

4.1.1 Segmenting, Targeting, and Positioning

- Segmentation: STIKOM CKI employs geographic, demographic, psychographic, and behavioral segmentation to attract prospective students interested in technology and digital communication. The institution primarily targets major cities such as Jakarta, Surabaya, and Bandung.
- Targeting: A data-driven digital marketing approach is used to reach students with a strong interest in technology and communication.
- Positioning: STIKOM CKI is positioned as an innovative, technology-focused institution dedicated to digital transformation.

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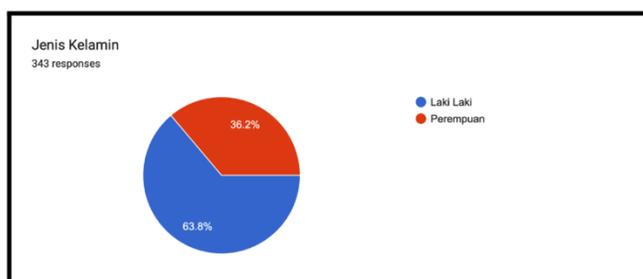
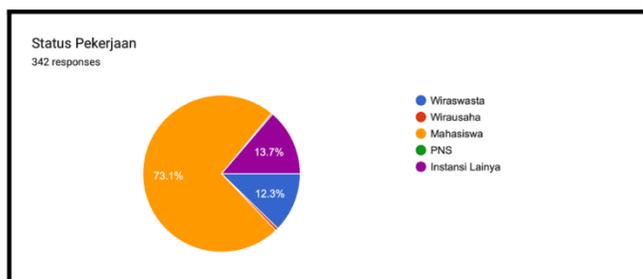
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4.1.2 Marketing Mix (7P's)

Marketing Mix Element	Description
Product	Technology and communication-based educational programs.
Price	Offering various payment schemes and scholarships.
Place	Digital marketing efforts through websites and social media platforms.
Promotion	Social media campaigns, collaborations with influencers, and interactive webinars.
People	Competent faculty members with expertise in technology and communication.
Process	Digitalized enrollment system and student communication channels.
Physical Evidence	A technologically advanced campus with a digital learning ecosystem.

4.1.3 Customer Profile

STIKOM CKI targets prospective students who are highly engaged with social media and digital technology. These individuals actively utilize various digital platforms for communication, learning, and staying updated with the latest technological trends. Additionally, the institution focuses on attracting students who are specifically seeking education in technology and digital innovation. This target group consists of individuals who aspire to develop their skills in modern digital communication, software development, and emerging technologies. By catering to these tech-savvy and innovation-driven students, STIKOM CKI ensures that its academic programs align with the evolving demands of the digital era.



Demographic Characteristics:

- Majority of respondents are aged 20-25, with 23-year-olds forming the largest group (23.64%).

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- Employment Status: Most respondents are entrepreneurs (73.1%), followed by students (13.7%) and self-employed individuals (12.3%).
- Gender: The majority (63.8%) are male.

4.2 Internal Analysis

Resource-Based View (RBV) highlights STIKOM CKI's competitive advantages, such as digital infrastructure and industry partnerships.

4.3 External Analysis

A PESTEL analysis identifies key environmental factors influencing higher education. Politically, higher education regulations increasingly support digital transformation, allowing institutions to adapt to technological advancements. Economically, the demand for tech-savvy graduates continues to grow, reflecting the industry's need for a workforce equipped for the digital era. From a social perspective, social media plays a significant role in educational decision-making, influencing both prospective students and institutions. Technological advancements, particularly in artificial intelligence (AI) and big data, are reshaping learning methods, making them more adaptive and data-driven. Additionally, digitalization contributes to environmental sustainability by reducing the consumption of physical resources such as paper and energy. Legally, compliance with national and international education standards is crucial for institutions to maintain credibility and ensure quality education.

Meanwhile, Porter's Five Forces analysis highlights the intense competition in higher education, with numerous institutions competing to attract students. The bargaining power of suppliers, such as technology providers and educators, is moderate, as institutions have various options when selecting resources. However, students possess high bargaining power due to the wide range of educational choices available. This forces institutions to continuously innovate and enhance their competitiveness to remain relevant in an evolving industry.

4.4 Business Solutions and Implementation Plan

To enhance its competitive edge, STIKOM CKI can leverage the TOWS Matrix to develop strategic initiatives. SO strategies focus on utilizing digital infrastructure to increase student engagement. WO strategies involve increasing the digital marketing budget and refining social media strategies. ST strategies emphasize strengthening industry partnerships to differentiate from competitors. Lastly, WT strategies include enhancing branding and data-driven promotions to boost competitiveness. The table below summarizes these strategies:

TOWS Matrix for STIKOM CKI

Strengths (S)		Weaknesses (W)	
Advanced digital infrastructure		Limited digital marketing budget	
Strong industry partnerships		Need for improved branding and promotion	
Opportunities (O)		SO Strategies (Maximize Strengths & Opportunities)	WO Strategies (Minimize Weaknesses & Maximize Opportunities)
High digital engagement among students		Utilize digital infrastructure to increase student engagement	Increase digital marketing budget and refine social media strategies
Threats (T)		ST Strategies (Maximize Strengths & Minimize Threats)	WT Strategies (Minimize Weaknesses & Threats)
High industry competition		Strengthen industry partnerships to differentiate from competitors	Enhance branding and data-driven promotion to boost competitiveness

4.5 Technologies and Social Media Platforms Are Most Relevant for Marketing STIKOM CKI

Relevant technologies and social media platforms play a crucial role in digital marketing strategies for higher education institutions. Among the most effective platforms, Instagram stands out for its high engagement through interactive content like Reels and Stories, while Facebook is ideal for reaching both students and parents. LinkedIn, on the other hand, serves as a valuable tool for professional networking and enhancing academic credibility. Additionally, supporting technologies such as social media analytics, search engine optimization (SEO), and customer relationship management (CRM) tools help optimize marketing efforts and improve outreach efficiency.

To design innovative digital marketing strategies for STIKOM CKI, it is essential to align with the institution’s objectives of increasing enrollment, strengthening branding, and enhancing stakeholder engagement. A data-driven approach ensures that marketing efforts are tailored to the needs of the target audience. The strategy incorporates key components such as an audience-centric approach with personalized content, visual storytelling through Instagram, YouTube, and blogs, and platform-specific strategies. Instagram and Facebook are leveraged for student engagement and event promotions, LinkedIn for thought leadership and alumni success stories, and TikTok for creative, short-form videos targeting younger audiences. Digital tools like CRM systems, AI-powered analytics, and chatbots further enhance engagement and lead nurturing.

The implementation plan follows a structured rollout, focusing on targeted marketing campaigns, engagement tracking, and continuous optimization. Key performance indicators (KPIs) include a 30% increase in website traffic within six months, a 15% growth in social media engagement, a 20% rise in student inquiries and applications, and measurable enrollment growth linked to digital marketing investments. For comprehensive recommendations, a data-driven marketing framework utilizing Google Analytics and Tableau can refine strategies based on audience behavior. High-impact content creation, such as short-form videos on Instagram Reels, YouTube Shorts, and TikTok, along with SEO-optimized blogs covering relevant topics like “Top Careers in Technology” and interactive content such as quizzes and live Q&A sessions, will enhance audience engagement. Platform optimization ensures that Instagram and Facebook are used for event promotions and student interactions, LinkedIn for professional networking, and TikTok for creative outreach.

Advanced digital tools, including marketing automation software like HubSpot and Marketo, along with AI-driven analytics from Google Analytics 4, further enhance performance tracking. Social media engagement campaigns,

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such as hashtag initiatives (#LifeAtSTIKOMCKI), influencer collaborations, and video marketing series, strengthen online presence. Additionally, CRM and lead management tools like Salesforce and Zoho improve personalized student engagement, enhancing conversion rates and overall marketing effectiveness.



CONCLUSION

This research has demonstrated that marketing innovation in the digital era plays a crucial role in enhancing institutional capital, particularly for higher education institutions like STIKOM CKI. The rapid development of digital technologies and the growing dominance of social media have transformed traditional marketing methods, making digital engagement a necessity for institutions that wish to remain competitive and relevant. STIKOM CKI, as an educational institution, can benefit significantly from adopting digital marketing strategies that not only enhance brand visibility but also foster meaningful engagement with students, faculty, and stakeholders. The findings of this study highlight several key challenges faced by STIKOM CKI in the realm of digital marketing. Among these challenges are limited brand awareness, underutilization of available digital tools, and a lack of comprehensive engagement strategies for stakeholders. Without effective marketing efforts, the institution risks losing potential students to competitors who have successfully leveraged digital platforms to establish a strong brand presence. To overcome these challenges, STIKOM CKI must prioritize data-driven marketing strategies, interactive content creation, and the use of targeted digital campaigns to enhance its outreach efforts.

One of the critical solutions identified in this research is the adoption of advanced digital tools such as social media analytics, search engine optimization (SEO), and customer relationship management (CRM) systems. These tools enable institutions to track engagement metrics, refine content strategies, and personalize interactions with prospective students. Moreover, leveraging popular platforms such as Instagram, Facebook, and LinkedIn has been identified as an effective means of reaching key demographics. By strategically utilizing these platforms, STIKOM CKI can ensure a broader reach and more impactful engagement. Furthermore, this study underscores the importance of adapting to emerging digital trends to maintain competitiveness in the education sector.

The evolution of artificial intelligence (AI), machine learning, and automation in digital marketing presents opportunities for STIKOM CKI to enhance efficiency and effectiveness in its outreach efforts. Implementing AI-driven chatbots for student inquiries, automated email campaigns, and predictive analytics for student enrollment trends can significantly improve marketing outcomes. In conclusion, the findings of this research emphasize the necessity for STIKOM CKI to embrace digital transformation in its marketing approach. A well-planned and data-driven digital marketing strategy, aligned with the institution's goals, will not only attract and retain students but also strengthen partnerships with industry stakeholders, build institutional credibility, and ensure sustainable growth. By continuously refining its digital marketing strategies, STIKOM CKI can establish itself as a leader in higher education marketing, adapting to the ever-evolving digital landscape and securing its long-term success.

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5.2 Recommendation

Based on the research findings, the following recommendations are proposed for STIKOM CKI to optimize its digital marketing strategy and increase institutional capital:

1. **Enhance Digital Presence through Targeted Social Media Campaigns**
STIKOM CKI should develop high-quality, engaging content tailored to different audience segments. This includes interactive social media campaigns, influencer collaborations, and user-generated content to build community engagement.
2. **Implement Advanced Analytics and SEO Strategies**
Utilizing analytics tools such as Google Analytics and Hootsuite will help STIKOM CKI track engagement metrics and optimize content strategies. Implementing strong SEO practices will ensure higher search engine rankings, leading to increased organic traffic.
3. **Leverage Personalized Marketing through CRM Integration**
Implementing a CRM system will allow STIKOM CKI to personalize communication with prospective students, alumni, and industry partners. This will enhance lead nurturing and improve conversion rates.
4. **Invest in Digital Advertising and Retargeting Strategies**
Paid advertising campaigns on platforms like Facebook and Instagram, along with retargeting ads, will help reach a larger audience and increase brand visibility. Data-driven advertising ensures cost-effective and impactful marketing efforts.
5. **Develop Engaging Multimedia Content**
Creating visually appealing content such as virtual campus tours, faculty interviews, and student testimonials will provide prospective students with an immersive experience, fostering a stronger connection with the institution.
6. **Strengthen Industry Collaborations and Alumni Engagement**
Partnering with industry leaders and leveraging alumni networks can enhance STIKOM CKI's credibility and marketability. Showcasing successful alumni stories will further strengthen the institution's reputation.
7. **Monitor and Adapt to Emerging Digital Trends**
Digital marketing trends evolve rapidly, and STIKOM CKI should stay updated with new technologies, such as artificial intelligence in marketing and chatbots for student inquiries, to maintain a competitive edge.

By implementing these recommendations, STIKOM CKI can optimize its marketing strategy, increase its institutional capital, and establish itself as a leading educational institution in the digital age.

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