



Application of Promotion Mix in Higher Education Promotion: in a review

Helena Louise Panggabean¹, Fitria Ariyani², Tri Susilowati³, Sonya Sidjabat⁴, Mochammad Subagio⁵, Ryan Firdiansyah Suryawan⁶

Corresponding authors : Helena Louise Panggabean

Email : helenalouisepanggabean@gmail.com

¹Universitas Mohammad Husni Thamrin, Jakarta, Indonesia, ^{3,6}Sekolah Tinggi Penerbangan Aviase, Jakarta, Indonesia, ⁴Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, ⁵Universitas Dirgantara Marsekal Suryadarma, Jakarta

ARTICLE INFO

Promotion Mix, Higher Education

ABSTRACT

This article delves into promotion mix strategies in higher education, addressing challenges and proposing solutions. Utilizing qualitative research, it explores causes, viewpoints, and opinions from literature and previous studies. Promotion mix application is crucial in increasing awareness, shaping brand image, and attracting students. Elements like advertising, PR, sales promotion, personal selling, and direct marketing are vital. Emphasizing utilitarian aspects enhances brand perception and student attraction, suggesting the need for educational institutions to prioritize these elements in promotional strategies for success

1. INTRODUCTION

Amidst the dynamic higher education landscape, institutions are constantly faced with the challenge of differentiating themselves and attracting prospective students. The promotion mix, a strategic mix of promotional tools, plays a key role in achieving this goal by effectively communicating with the target audience and influencing their decisions (Fasana and Haseena, 2017). In the context of higher education promotion, the promotion mix includes various elements such as advertising, personal selling, sales promotion, public relations, and direct marketing (Khanfar, 2016). Each of these elements contributes uniquely to the overall promotion strategy of an educational institution. The significance of the promotion mix in the promotion of higher education cannot be underestimated (Sigmirean and Stoenică, 2017). With the number of institutions competing for student attention on the rise, it has become imperative for universities and colleges to implement comprehensive and integrated promotion strategies. The promotion mix allows institutions to reach prospective students through multiple channels, thereby increasing visibility and engagement (Smedescu *et al.*, 2017). In addition, it allows institutions to effectively convey their unique value proposition, academic offerings, and campus culture to target audiences.

Moreover, in today's digital age, where information is easily accessible and competition is very fierce, effective promotional mixes are becoming very important for higher education institutions (Ulfa, Hariyati and Akbari, 2023). This helps them break through the clutter and stand out amidst the various options available to prospective students. By strategically utilizing a variety of promotional tools, institutions can create campaigns that are impactful and resonant with their target demographic, thereby increasing brand awareness and student interest (Caciulan *et al.*, 2023). Further, the promotion mix facilitates relationship building with prospective students and other stakeholders (Kristanto *et al.*, 2021). Through personal communication channels such as personal sales and direct marketing, agencies can form meaningful relationships, respond to inquiries, and provide relevant information tailored to individual needs and interests (Antczak and Sypniewska, 2017). This

personalized approach not only enhances the overall student experience but also reinforces trust and credibility, which are key factors in the decision-making process.

In addition, the promotion mix also has a critical role in enhancing the overall reputation and brand image of higher education institutions (Lim, Jee and de Run, 2018). Through strategic public relations efforts, institutions can cultivate positive perceptions among a variety of stakeholders, including students, parents, alumni, entrepreneurs, and the general public. By communicating their achievements, initiatives, and contributions effectively, institutions can strengthen their brand equity and differentiate themselves from competitors. In addition, the promotion mix allows higher education institutions to adapt to changing market dynamics and student preferences (Suryawan *et al.*, 2022). With advances in technology and changes in consumer behavior, institutions must remain agile and responsive to evolving trends (Indupurnahayu *et al.*, 2021). By adopting innovative promotional tools and platforms, such as social media, content marketing, and virtual events, institutions can reach digital audiences and create engaging experiences for contemporary students (Fraser-Arnott, 2022). The promotion mix serves as a strategic framework to direct promotional efforts to the broader goals and objectives of the institution.

Whether it's increasing acceptance, increasing diversity, promoting specific programs, or fostering community engagement, the promotion mix provides a structured approach to designing and executing targeted campaigns that produce measurable results (Makin and Setiyawan, 2023). By tailoring promotional activities to the priorities of the institution, higher education institutions can maximize their resources and achieve sustainable growth (Ngo *et al.*, 2023). This paper aims to explore more deeply about the application of promotion mix strategies in higher education promotion, address existing challenges, and propose solutions to bridge the gap between theory and practice.

2. LITERATURE REVIEW

Promotion Mix

In a study from (Safinatunnajah, Pujiyanto and Sudarmanto, 2021) stated that the promotion mix, also known as the promotional mix, refers to the various marketing tools and strategies used by a company to promote its products or services to its target audience. It is a component of the marketing mix, which also includes product, price, place, and physical evidence. The promotion mix typically includes advertising, personal selling, sales promotion, public relations, and direct marketing. These methods are used to create awareness, generate interest, and ultimately drive sales of a product or service. For example, the first result discusses the use of social media in promoting a brand's awareness, which is a part of the promotion mix.

Specific combinations of advertising, sales promotion, public relations, dan Personal selling is used by companies to communicate customer value persuasively and build customer relationships (Keller and Hansen, 2019). Different aspects of marketing and promotion in different contexts. Where the first result discusses the use of social media in increasing brand awareness, which is part of the promotional mix (Safinatunnajah, Pujiyanto and Sudarmanto, 2021).

Research results from (Balevzentis and \vStreimikienė, 2019) state that the transition to renewable energy sources and the role of smart grid technology in China, which is not directly related to the promotional mix but is an example of how technology can be used to promote sustainability. Marketing mix for tourist destinations, which includes a promotional component (Fratu, 2020). On the features of promoting services in the entertainment industry, which can be part of the promotion mix (Shpyrnya, Eremina and Koreneva, 2020).

And finally from the research from (Panov, 2018) states that sales promotion as an integrated marketing communication tool, which is a specific aspect of the promotion mix.

3. RESEARCH METHODS

This study used a qualitative research approach conducted by researchers. Qualitative methods are basically exploratory research techniques used to investigate causes, viewpoints, and opinions to answer research questions. Because the purpose of this study is to explore the Application of Promotion Mix in Higher Education Promotion through various literature and previous research, the qualitative research approach was chosen appropriately. Data collection for this study will be conducted from primary and secondary sources. Researchers will collect primary data to answer research questions through a review of scientific papers, journals, books, websites, and blogs used in the study.

Qualitative research methods with literature review involve analyzing various existing text sources to understand and integrate the knowledge gained about the research problem. This approach allows researchers to identify tendencies, debates, hypotheses, findings, and knowledge gaps related to interesting research topics already present in the literature.

Relevant research can be used as a basis to strengthen arguments and make conclusions in new research. They provide an empirical and theoretical foundation for statements made by researchers. By investigating previous research, researchers can identify gaps in the literature that new research can address. It helps in assessing their relevance and uniqueness in contributing to a particular area of knowledge. In this context, relevant research is related to the application of promotion mix and promotion in universities.

Table 1. Literature Article

Nu	Author, Year, Title	Method	Relevance	Finding
1.	(Resmi and Atthaariq, 2021) Analysis of the Influence of Tourism Education Promotion Program on the Decision to Choose Higher Education Polytechnic, Bintan Cakrawala-Lagoi	Qualitative	Influence of Tourism Education Promotion Program, Higher Education	A study discovered that advertising significantly impacted the decision to select a higher education polytechnic, with an influence on the total T-value exceeding the T-table value, indicating a notable effect
2.	(Antczak and Sypniewska, 2017) Personal Selling in the Service Sector as One Marketing Promotional Tool	Qualitative	Personal Selling, Marketing Promotional tool	Personal selling is another crucial tool in the service sector, including higher education, as it aids in establishing personal connections with prospective students.
3.	(Kango, Kartiko and	Quantitative	Promotion, Brand Image Higher	Sales promotion plays a substantial role in influencing the choice of a

	Maarif, 2021)		Education	college, while the educational institution's image significantly impacts college decisions
	The Effect of Promotion on the Decision to Choose a Higher Education through the Brand Image of Education			
4.	(Prabowo and Sriwidadi, 2019)	Quantitative	Marketing Mix, Brand Equity, Higher Education	Direct marketing involves tailoring personalized messages to specific audiences, a strategy that can be effective in promoting higher education.
	The Effect of Marketing Mix toward Brand Equity at Higher Education Institutions: A Case Study in BINUS Online Learning Jakarta			
5.	(Beuzova <i>et al.</i> , 2021)	Qualitative	Internet Marketing, Higher Education	The significance of online marketing is growing in higher education due to its ability to facilitate targeted and cost-efficient promotion
	Internet marketing in the field of higher education			
6.	(Prasetyo <i>et al.</i> , 2019)	Quantitative	Customer Citizenship Behavior, higher education, promotional endeavors	Customer Citizenship Behavior (CCB) can be leveraged to endorse higher education institutions by incorporating customer perspectives to bolster promotional endeavors
	Value Effect in Reputation Perception of Customer Citizenship Behavior (CCB) With Student Satisfaction Mediation in			

	Educational: Education Service			
	Private Higher in Surabaya			
7.	(Umar and Abdulmutallib, 2022)	Qualitative	Sales promotion, brand equity, customer perceptions, brand quality	In higher education, sales promotion can enhance customer- based brand equity by exerting a notable influence on customer perceptions of brand quality
	Sales Promotion as a Tool for Improving Customer-Based Brand Equity in Kano Metropolis			
8.	(Abudalbouh and Habboush, 2014)	Quantitative	Commercial Advertising, Buying Behavior, private Higher Education	The impacts of commercial advertising on the purchasing behavior of smartphones in private higher education sectors, suggesting that factors such as design, advisory content, channels, timing, and perceptions can shape purchasing behavior.
	Effects of Commercial Advertising on the Buying Behavior of Smart Phones in Private Higher Education Sector in Jordan			
9.	(Cik, 2021)	Qualitative	Production, Technopreneurship, Higher Education	These models are created to enhance the entrepreneurial spirit in technology-based businesses within higher education, concentrating on fostering the skills, attitudes, and knowledge of students that are pertinent to contemporary requirements.
	Development Of Production-Based Learning Models For Optimizing The Technopreneurship Spirit In Higher Education			
10.	(Pardiyono and Indrayani, 2019)	Qualitative	higher education, marketing mix	A decision support system utilizing the criteria of the marketing mix model can aid prospective students in selecting private higher

education institutions in Indonesia

Decision support system to choose private higher education based on marketing mix model criteria in Indonesia

11. (Grigoryan, 2020)	Qualitative	The fundamental instruments of marketing communications, such as advertising, public relations, sales promotion, personal selling, sponsorship, branding, and guidance on establishment, planning, budgeting, and performance assessment, are applicable to promoting higher education
Marketing communications		
12. (Lim, Jee and de Run, 2018)		that utilitarian aspects (such as visibility, prospectus, program, and pricing) within the higher education marketing mix have a direct positive influence on the product brand (e.g., MBA brand) and an indirect effect on the corporate brand (e.g., university brand) of such higher education institutions. Conversely, hedonic elements (such as personnel, premium, and promotional activities) within the higher education marketing mix do not yield significant impacts on either the corporate or product brands of these institutions.
Strategic brand management for higher education institutions with graduate degree programs: empirical insights from the higher education marketing mix		

Source : Data Researcher, 2024

5. ANALYSIS AND DISCUSSION

From the description above, it can be seen that the article literature described is related to the topics in this article where dozens of articles produce findings in research results that will be given a view from researchers in this article.

Implementation of Promotion Mix in Higher Education Promotion

The findings of the article state the impacts of commercial advertising on the purchasing behavior of smartphones in private higher education sectors, suggesting that factors such as design, advisory content, channels, timing, and perceptions can shape purchasing behavior (Abudalbouh & Habboush, 2014). Where the use of variables in the promotion mix is attached to quantitative research methods. The results of another study from (Antczak & Sypniewska, 2017) stated Personal selling is another crucial tool in the service sector, including higher education, as it aids in establishing personal connections with prospective students. The use of personal selling in the service sector, can also be used in the world of education, especially in higher education, namely universities where senior students become salespeople or marketers.

Another study states that utilitarian aspects (such as visibility, prospectus, program, and pricing) within the higher education marketing mix have a direct positive influence on the product brand (e.g., MBA brand) and an indirect effect on the corporate brand (e.g., university brand) of such higher education institutions. Conversely, hedonic elements (such as personnel, premium, and promotional activities) within the higher education marketing mix do not yield significant impacts on either the corporate or product brands of these institutions (Lim et al., 2018). The strength of brand image is an advantage in higher education. Another study from (Pardiyono & Indrayani, 2019) stated in the results. A decision support system utilizing the criteria of the marketing mix model can aid prospective students in selecting private higher education institutions in Indonesia.

Direct marketing involves tailoring personalized messages to specific audiences, a strategy that can be effective in promoting higher education (Prabowo & Sriwidadi, 2019). Direct marketing has the power of the individual, with a target to be addressed. Another study also states A decision support system utilizing the criteria of the marketing mix model can aid prospective students in selecting private higher education institutions in Indonesia (Pardiyono & Indrayani, 2019). Use of marketing mix model.

Another study in the results of his research stated The fundamental instruments of marketing communications, such as advertising, public relations, sales promotion, personal selling, sponsorship, branding, and guidance on establishment, planning, budgeting, and performance assessment, are applicable to promoting higher education (Grigoryan, 2020). Instruments in marketing communication are used in universities. Another study cited These models are created to enhance the entrepreneurial spirit in technology-based businesses within higher education, concentrating on fostering the skills, attitudes, and knowledge of students that are pertinent to contemporary requirements (Cik, 2021).

Another result study states In higher education, sales promotion can enhance customer-based brand equity by exerting a notable influence on customer perceptions of brand quality (Umar & Abdulmutallib, 2022). Sales promotion has a role in marketing in college. From the results of the elaboration that has been selected and in accordance with the topic in this paper by providing a cursory perspective, the discussion will continue.

DISCUSSION

Promotion is one of the important aspects of college marketing because it helps increase awareness, strengthen image, and attract prospective students. The application of Promotion Mix in college promotion involves the use of various marketing tools and strategies to achieve these goals. One of the commonly used promotional tools is advertising. Creative and informative advertising can help raise awareness of academic programs, campus facilities, and other

advantages offered by the college. In addition, sales promotions such as discounts or scholarships can be an additional attraction for prospective students.

Public relations also have an important role in building a positive image of the college. Through activities such as campus events, cooperation with mass media, and publication of research results, universities can strengthen their reputation as quality educational institutions. Personal selling is also an important component of the Promotion Mix. Through campus visits, interview sessions, and meetings with prospective students, college admissions staff can provide more detailed information about programs offered and answer any questions prospective students may have.

Direct marketing can also be effective in promoting colleges to prospective students. Through sending brochures, emails, or phone calls, colleges can directly contact prospective students and provide relevant information about their programs. By using various tools and strategies in the Promotion Mix, colleges can increase their visibility, build a strong image, and attract prospective students. However, it is important for colleges to ensure that all their promotional activities are consistent with their values and identity as educational institutions.

6. CONCLUSION AND SUGGESTION

The application of Promotion Mix in higher education promotion is essential for increasing awareness, shaping brand image, and attracting prospective students. Utilizing various elements such as advertising, public relations, sales promotion, personal selling, and direct marketing contributes to achieving these objectives effectively. Furthermore, research suggests that utilitarian elements of the marketing mix significantly impact product and corporate brands in higher education. Therefore, it is imperative for educational institutions to prioritize utilitarian aspects in their promotional strategies to enhance brand perception and attract students.

By emphasizing utilitarian elements, investing in creative advertising, strengthening public relations efforts, personalizing direct marketing, and maintaining consistency across promotional activities, higher education institutions can optimize the use of Promotion Mix to achieve their promotional goals and remain competitive in the educational landscape. These results can provide a qualitative picture from the perspective in the results of this scientific article by holding dozens of findings in articles derived from journal literature.

7. REFERENCE

- Abudalbouh, M.A. and Habboush, T.A.-A. (2014) 'Effects of Commercial Advertising on the Buying Behavior of Smart Phones in Private Higher Education Sector in Jordan', *Asian Journal of Business and management*, 2. Available at: <https://api.semanticscholar.org/CorpusID:56446684>.
- Antczak, A. and Sypniewska, B. (2017) 'Personal Selling in the Service Sector as One Marketing Promotional Tool', in. Available at: <https://api.semanticscholar.org/CorpusID:11839800>.
- Balevzentis, T. and Streimikienė, D. (2019) 'Sustainability in the Electricity Sector through Advanced Technologies: Energy Mix Transition and Smart Grid Technology in China', *Energies* [Preprint]. Available at: <https://api.semanticscholar.org/CorpusID:116422973>.
- Beuzova, A. et al. (2021) 'Internet marketing in the field of higher education', *SHS Web of Conferences* [Preprint]. Available at: <https://api.semanticscholar.org/CorpusID:236663197>.
- Caciulan, L.R. et al. (2023) "Evaluating the Impact of Promotional Activity on Marketing", *Scientific Bulletin*

- of the Politehnica University of Timișoara Transactions on Engineering and Management [Preprint]. Available at: <https://api.semanticscholar.org/CorpusID:258749777>.
- Cik, I.J. (2021) 'Development Of Production-Based Learning Models For Optimizing The Technopreneurship Spirit In Higher Education', *Eduvest - Journal Of Universal Studies* [Preprint]. Available at: <https://api.semanticscholar.org/CorpusID:244521447>.
- Fasana, S.F. and Haseena, A. (2017) 'Promotional Mix as the Strategic Tool for Improving Brand Equity (A Case in Franchise Fast Food Restaurants in Sri Lanka)', *International Journal of Engineering and Management Research*, 7, pp. 6–11. Available at: <https://api.semanticscholar.org/CorpusID:212562951>.
- Fraser-Arnott, M. (2022) 'The Evolution of Library and Information Science Education Promotion: A Comparative Analysis of LIS Program Websites between 1999 and 2019', *Journal of Education for Library and Information Science* [Preprint]. Available at: <https://api.semanticscholar.org/CorpusID:248791739>.
- Fratu, D. (2020) 'THE MARKETING MIX - A BASIC TOOL IN THE MANAGEMENT OF THE TOURIST DESTINATION', in. Available at: <https://api.semanticscholar.org/CorpusID:234367715>.
- Grigoryan, E. (2020) 'Marketing communications', in. Available at: <https://api.semanticscholar.org/CorpusID:241708283>.
- Indupurnahayu *et al.* (2021) 'Changes in demand and supply of the crude oil market during the covid-19 pandemic and its effects on the natural gas market', *International Journal of Energy Economics and Policy*, 11(3), pp. 1–6. Available at: <https://doi.org/10.32479/ijeep.10671>.
- Kango, U., Kartiko, A. and Maarif, M.A. (2021) 'The Effect of Promotion on the Decision to Choose a Higher Education through the Brand Image of Education', *AL-ISHLAH: Jurnal Pendidikan* [Preprint]. Available at: <https://api.semanticscholar.org/CorpusID:244966735>.
- Keller, P.M.K.L.K. and Hansen, B.G.M. (2019) 'Marketing Management 4th European Edition European Edition'. Pearson Education Limited.
- Khanfar, I.A.A. (2016) 'The Effect of Promotion Mix Elements on Consumers Buying Decisions of Mobile Service: The case of Umniah Telecommunication Company at Zarqa city- Jordan', *European Journal of Business and Management*, 8, pp. 94–100. Available at: <https://api.semanticscholar.org/CorpusID:55003794>.
- Kristanto, J. *et al.* (2021) 'PROMOTION MIX NAHDLATUL ULAMA UNIVERSITY OF SURABAYA TO INCREASE NEW STUDENT'S INTEREST', *AL-TANZIM: Jurnal Manajemen Pendidikan Islam* [Preprint]. Available at: <https://api.semanticscholar.org/CorpusID:238648636>.
- Lim, W.M., Jee, T.W. and de Run, E.C. (2018) 'Strategic brand management for higher education institutions with graduate degree programs: empirical insights from the higher education marketing mix', *Journal of Strategic Marketing*, 28, pp. 225–245. Available at: <https://api.semanticscholar.org/CorpusID:169245399>.
- Makin, G.M. and Setiyawan, S. (2023) 'Effect of Promotion Mix on Purchasing Decisions on the Shopee Platform with Lifestyle as an Intervening Variable', *The Management Journal of Binaniaga* [Preprint]. Available at: <https://api.semanticscholar.org/CorpusID:259700695>.
- Ngo, Q. Van *et al.* (2023) 'Factors Influence on Promotion Mix in E-marketing: Case of Technology Services Enterprise in Vietnam', *International Journal of Professional Business Review* [Preprint]. Available at: <https://api.semanticscholar.org/CorpusID:260101092>.
- Panov, T. (2018) 'Sales Promotion as a Tool of the Integrated Marketing Communication in the Selected Trade Company (FMCG)', in. Available at: <https://api.semanticscholar.org/CorpusID:169314509>.
- Pardiyono, R. and Indrayani, R. (2019) 'Decision support system to choose private higher education based on marketing mix model criteria in Indonesia', *IOP Conference Series: Materials Science and Engineering*, 508. Available at: <https://api.semanticscholar.org/CorpusID:169238636>.
- Prabowo, H. and Sriwidadi, T. (2019) 'The Effect of Marketing Mix toward Brand Equity at Higher Education Institutions: A Case Study in BINUS Online Learning Jakarta', in. Available at:

- <https://api.semanticscholar.org/CorpusID:215797526>.
- Prasetyo, A.H. *et al.* (2019) 'Value Effect in Reputation Perception of Customer Citizenship Behavior (CCB) With Student Satisfaction Mediation in Educational: Education Service Private Higher in Surabaya Of Value And Reputation Perception On Customer Citizenship Behavior (CCb) With St', in. Available at: <https://api.semanticscholar.org/CorpusID:250457299>.
- Resmi, P.C. and Atthaariq, M.I. (2021) 'Analysis of the Influence of Tourism Education Promotion Program on the Decision to Choose Higher Education Polytechnic, Bintan Cakrawala-Lagoi', *Eduvest - Journal Of Universal Studies* [Preprint]. Available at: <https://api.semanticscholar.org/CorpusID:237899939>.
- Safinatunnajah, A.N., Pujiyanto and Sudarmanto, J.A. (2021) 'Designing Granoolars Brand Promotion with Social Media Mix Approach as A Brand Awareness Strategy', *JoLLA: Journal of Language, Literature, and Arts* [Preprint]. Available at: <https://api.semanticscholar.org/CorpusID:238767147>.
- Shpyrnya, O. V, Eremina, E.A. and Koreneva, M. V (2020) 'Features of promotion services of entertainment enterprises', *Scientific bulletin of the Southern Institute of Management* [Preprint]. Available at: <https://api.semanticscholar.org/CorpusID:241831185>.
- Sigmirean, C. and Stoenică, L. (2017) 'EDUCATIONAL MARKETING MIX IN ROMANIAN MILITARY HIGHER EDUCATION', in. Available at: <https://api.semanticscholar.org/CorpusID:202737227>.
- Smedescu, D. *et al.* (2017) 'Marketing Communications Mix in Higher Education Institutions', *International Journal of Academic Research in Economics and Management Sciences*, 5. Available at: <https://api.semanticscholar.org/CorpusID:168902687>.
- Suryawan, R.F. *et al.* (2022) 'Two Meta-heuristic Algorithms for Solving Multi-objective Model for the Service Quality and Price in the Digital Supply Chain', *Industrial Engineering and Management Systems*, 21(3), pp. 440–448. Available at: <https://doi.org/10.7232/iems.2022.21.3.440>.
- Ulfa, M., Hariyati, F. and Akbari, D.A. (2023) 'Social Media Rebranding Strategies for Expanding Audience Reach on Higher Education Institution Promotions and Admissions', *Technium Social Sciences Journal* [Preprint]. Available at: <https://api.semanticscholar.org/CorpusID:258047213>.
- Umar, M. and Abdulmutallib, U.B. (2022) 'Sales Promotion as a Tool for Improving Customer-Based Brand Equity in Kano Metropolis', *Kashere Journal of Education* [Preprint]. Available at: <https://api.semanticscholar.org/CorpusID:249967024>.