

## ABSTRAK

Skripsi karya disusun untuk menyelesaikan masalah dari Universitas Islam Indonesia (UII) sebagai klien dari RWE Digital Agency. Masalah yang dialami adalah penurunan jumlah pendaftar S1 dan D3 di beberapa tahun terakhir. Objektif dari skripsi karya yang berupa strategi komunikasi pemasaran digital adalah peningkatan 10% jumlah peserta di Penerimaan Mahasiswa Baru (PMB) UII 2018 dibandingkan tahun lalu.

Penulis menjalankan fungsi dari *Digital Account Handling* (DAH) terhadap UII dan bertanggung jawab memastikan setiap proses kerja sama berorientasi kepada objektif. Penulis memenuhinya dengan aktif di tiap tahapan, dari menyusun *brand review* dan strategi, produksi, hingga mendampingi eksekusi. Penyusunan karya dilakukan melalui proses riset, evaluasi, dan adaptasi, di mana proses riset dilakukan dengan metode diskusi terarah, kuesioner, dan kajian pustaka.

Penulis menemukan bahwa permasalahan komunikasi UII terletak pada belum optimalnya kontak poin antara UII dan target. Komunikasi dari UII belum mampu mengakomodir kebutuhan dari target, baik secara kanal yang digunakan maupun pesan. Karya skripsi memandu komunikasi UII melalui dua tahap, menginformasikan (*to inform*) dan untuk membujuk (*to persuade*). Strategi yang disusun berusaha mengoptimalkan kontak poin (Carlson dalam Duncan, 2002) melalui pendekatan pemasaran konten (Pulizzi, 2013; Kingsnorth, 2016: 250), yang didukung perencanaan media *pulsing* (Sissors & Baron, 2010: 233-235). Tahapan penyusunan karya merujuk ke model *Read-Write-Execute* milik RWE (RWE Digital Agency, 2018) dan serupa dengan model SOSTAC® (Chaffey, 2016). Hasil karya diharapkan berlandaskan perilaku dan perjalanan audiens lewat model AISAS (*Attention-Interest-Search-Action-Share*) (Chantamas & Pongstaha, 2017). Pada akhir periode kerja sama RWE dan UII, jumlah pendaftar PMB UII 2018 sukses meningkat 12% dari jumlah pendaftar periode tahun lalu.

Kata kunci: Kontak poin, perencanaan media, pemasaran konten

## ABSTRACT

This study was completed to help University of Islam Indonesia (UII) as a client of RWE Digital Agency. UII had been suffering the decline of enrollment's participants for S1 and D3 for the past years. The goal of the study – which is in form of digital marketing communication strategy – was to increase the number of enrollment's participants by 10% during Penerimaan Mahasiswa Baru (PMB) UII 2018 compared to last year.

Writer was fulfilling *Digital Account Handling* (DAH) functions for UII and was responsible to ensure every process was goal-oriented. She was actively involved in every stage of the process, from constructing the brand review and strategy, production, to monitoring its execution. The process of contriving the strategy was through research, evaluation, and adaptation, whereas FGD, questioner, and literature study were used as the research methods.

Through the study, writer found the underlying cause of UII's problem was yet optimization of contact points between UII and its target. Existing communication had yet accommodated the need of target, whether in form of channels used or message-wise. This study helped UII's communication through two processes, *to inform* and *to persuade*. The strategy tried to optimized contact points (Carlson in Duncan, 2002) through content marketing (Pulizzi, 2013; Kingsnorth, 2016: 250), which supported by pulsing media strategy (Sissors & Baron, 2010: 233-235). The process of completing the study referred to *Read-Write-Execute* model owned by RWE (RWE Digital Agency, 2018) and similar to SOSTAC® model (Chaffey, 2016). The strategy was also hoped to be audience journey and behavior-oriented through AISAS (*Attention-Interest-Search-Action-Share*) model (Chantamas & Pongstaha, 2017). By the end of the campaign, the number of participants for PMB UII 2018 had increased by 12% from last year's number.

Keywords: Contact Point, Media Planning, Content Marketing