

ABSTRAK

Tugas akhir ini bertujuan untuk mendeskripsikan profil Artha Study (AS) Student Services dan proses pembuatan iklan untuk acara *International Education Fair (Australia) 2020* untuk mendapatkan *engagement* dari audiens AS Student Services. Adapun metode penelitian yang digunakan adalah dengan metode penelitian kualitatif, yaitu studi lapangan dan studi pustaka. Studi lapangan dilakukan melalui observasi langsung pada saat masa magang dari 13 Januari sampai dengan 13 Maret 2020. Kemudian, melakukan wawancara dengan Christopher Gunawan sebagai Manajer AS Student Services Yogyakarta dan Revalia Noer Hanifah sebagai *Marketing Officer* AS Student Services. Untuk studi pustaka dilakukan dengan melakukan penelitian perpustakaan, yaitu membaca beberapa buku cetak, buku digital, jurnal, dan situs web. Tahapan proses pembuatan iklan untuk acara *International Education Fair (Australia) 2020*, yaitu merencanakan dan mensurvei platform media, menghubungi platform media yang ada pada daftar, menyusun dan memutuskan platform media yang dipilih, membuat konten iklan, dan mengevaluasi platform media iklan. Platform media iklan yang digunakan adalah Prambors radio, iklan spanduk/baliho, poster, Instagram Ads, kolaborasi *influencer*, dan MyAds Telkomsel. Hasil dari *engagement* yang telah didapatkan AS Student Services melalui iklannya dapat dilihat melalui *insight* di Instagram karena dari data Google Form diketahui bahwa sebagian besar audiens mengetahui acara tersebut melalui Instagram Ads. AS Student Services telah berhasil memenuhi target dalam mendapatkan *engagement* dari siswa sekolah menengah. *Engagement* yang didapatkan mengalami kenaikan menjadi 1.448 *engagements* (267 Likes, 722 Profile Visits, and 459 Reach).

Kata Kunci: Iklan, Media Sosial, Education Fair, AS Student Services

ABSTRACT

This graduating paper aims to describe the profile of Artha Study (AS) Student Services and advertising development process for International Education Fair (Australia) 2020 to obtain engagements from AS Student Services targeted audience. The research method used was qualitative research method through field study and library study. The field study was carried out through direct observation during the internship period from January 13th until March 13th, 2020. Moreover, it was also carried out through direct interview with Christopher Gunawan as the Branch Manager of AS Student Services Yogyakarta and Revalia Noer Hanifah as the Marketing Officer of AS Student Services. For the library study, it was conducted by doing the library research such as reading some printed books, digital books, journals, and websites. The steps for the advertising development process for International Education Fair (Australia) 2020 are planning and surveying media platform, contacting the listed media platform, organizing and deciding the chosen media platform, creating the advertisement content, and evaluating the advertising media platform. The chosen media platform are Prambors radio, outdoor advertising, printed posters, Instagram Ads, influencer collaboration, and MyAds Telkomsel. The engagement results obtained by AS Student Services through the advertisements can be seen from the Instagram insights because the Google Form data showed that mostly the audience knew the event through the Instagram Ads. Finally, AS Student Services had succeeded in fulfilling the target of engagement from high school students as the targeted audience. The obtained engagement had increased to 1.448 engagements (267 Likes, 722 Profile Visits, and 459 Reach).

Keywords: Advertisement, Social Media, Education Fair, AS Student Services