

IJME Promotion

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Submission date: 29-Apr-2023 04:45PM (UTC+0700)

Submission ID: 2079094304

File name: 1-11_Faisal_H._Batubara.pdf (300.21K)

Word count: 4688

Character count: 23700

THE EFFECTIVENESS OF PROMOTION PROGRAM TOWARDS PROSPECTIVE STUDENTS AT POLYTECHNIC APP USING THE EPIC MODEL

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ABSTRACT

The purpose of the study is to Know the Effectiveness of Promotion Program Against Prospective Students at Polytechnic APP. Methods of data collection by interview and questioner survey, data analysis conducted by using EPIC Model method. EPIC Model is used to analyze the impact of communication in promotion. This method was discovered by AC research and research institute. Nielsen, and consists of four complementary dimensions of empathy, persuasion, impact and communication. The population used is prospective students who register and who has become a new student POLITEKNIK APP Jakarta. The sampling technique used by the writer is Simple Random Sampling by giving opportunity to all representing school population who have got promotion from APP Polytechnic, through event of stand edufair, presentation, internet (APP website) and print promo media. The results of the research are as follows: The effectiveness of APP-Jakarta Polytechnics promotion program calculated in the EPIC Model consisting of Empathic Dimension (3.89 = Effective), Persuasion Dimension (4.05 = Effective), Dimensional Impact (3.76 = Effective) and Communication Dimensions (3.94 = Effective) resulted in that the promotion program undertaken by APP-Jakarta Polytechnic has been effectively stated in EPIC RATE that is 3.91 because it is in the effective scale range. Various kinds of promotions APP-Jakarta Polytechnic run, online promotion is the most effective than offline promotion because according to promotion team, target market APP-Jakarta Polytechnic know about APP-Jakarta Polytechnic through searching in google and fill out catalog request at web Polytechnic APP-Jakarta to get more information. So it can be concluded that how the internet is very easy for someone in obtaining information about APP-Jakarta Polytechnic to be more fast and efficient.

Keywords: Effectiveness, promotion program, prospective student, EPIC Model

1. INTRODUCTION

Promotion is the most vital thing in a company because no matter how sophisticated a product is, without being able to promote it properly, it is equal to nothing. Therefore, promotion is needed in increasing sales in a company because it will have an impact as a stimulus for consumers to make purchases. In this case, APP POLYTECHNIC must be able to stimulate prospective students who are interested in studying at APP POLYTECHNIC.

POLITEKNIK APP provides information about lectures through its Facebook account, website, exhibition events, or workshops that are attended by POLITEKNIK APP. The number or number of students in a higher education institution is determined by how much promotion has been carried out in attracting the attention of prospective students to study at the APP POLYTECHNIC. Various kinds of promotion strategies have been carried out to get as many prospective students as possible. The promotion program carried out by POLITEKNIK APP needs to be evaluated and measured how effective it is in increasing the number of students.

The main problems in this study are formulated in the following questions: How is the Effectiveness of the Promotion Program for Prospective Students of the APP Jakarta Polytechnic?

The aim of the research is to find out the effectiveness of the Promotional Program on Prospective Students at APP Polytechnic.

2. METHODOLOGY

2.1 Location and Time of Research

At POLTEK APP Jalan Arise No. 34 South Jakarta, carried out for 4 months from 01 April to 01 August 2015.

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2.2 Population and Sample

The population is prospective students who have registered and who are already new students of POLITEKNIK APP Jakarta, totaling 107 people. The sampling technique used is Simple Random Sampling, namely by providing opportunities for all representatives of the school population who have received promotions from the APP Polytechnic, through events in the form of edufair stands, presentations, internet (APP website) and print promotion media.

2.3 Data Collection Methods

Types of data and methods used in data collection in this study are a. primary data with survey methods with interviews, observation and questionnaires. b. Secondary data comes from data obtained through books, magazines, the internet, and literature relevant to research

2.4 Data Analysis Methods

2.4.1 EPIC Model (Empathy, Persuasion, Impact, Communication)

The EPIC Model is used to analyze the impact of communication in promotions. This method was invented by the AC research and research institute. Nielsen, and consists of four complementary dimensions.

According to Durianto, et al. suggests that the dimensions in the EPIC Model are as follows.

1. Dimensions of Empathy (Empathy)

The empathy dimension informs whether consumers like promotions, and how consumers see the promotion's relationship with them personally. Empathy is a mental state that makes a person identify himself or feel himself in the same state of feeling or condition as another person or group. The empathy dimension involves consumer affection and cognition. Affect involves feeling, while cognition involves thinking. The empathy dimension can describe the positive and negative circumstances of a promotional activity.

2. Dimensions of Persuasion (Persuasion)

The persuasion dimension informs what a promotion can provide to increase or strengthen the character of a brand, so that marketers can gain an understanding of the impact of promotion on consumers' desire to buy a product offered. Persuasion is a change in beliefs, attitudes and desires caused by promotional communications and something that can attract someone to do a certain thing.

3. Dimensions of Impact (Impact)

The impact dimension shows whether a product can be seen as more prominent than other products, and whether a promotion can involve consumers in the message conveyed. The purpose of the impact dimension is to increase product knowledge.

4. Dimensions of Communication (Communication)

The communication dimension provides information about the consumer's ability to remember the main message conveyed, consumer understanding, the strength of the impression left and the clarity of the promotion. Then from the four dimensions, the data were analyzed using the following analysis.

1. Select a question in

Questionnaire that has a certain category according to existing dimension.

2. Classify calculations

Each dimension. Sort by order The EPIC Model is in the order of empathy, persuasion, impact and communication.

3. For example the dimension of empathy, sum each question covering in one dimension.

4. $X(a) = (b \times j)$

Description as follows.

$X(a)$ = the number of respondents after multiplied by the weight in a question

b = weight

j = the number of respondents who chose that category.

a. Simple tabular analysis

In a simple tabulation analysis, the data obtained is processed into in percentage form.

$$P = \frac{f_i \times 100\%}{\sum f_i}$$

Description as follows.

P = Percentage of respondents who chose a particular category

f_i = Number of respondents who choose a certain category

∑f_i = The number of respondents

b. Average Score

Each respondent's answer to the question given to the consumer is then given a weight. The way to calculate the score is to add up all the results of the value of each weight divided by the total number of frequencies.

$$X = \frac{\sum f_i \cdot w_i}{\sum f_i}$$

Description as follows.

X = weighted average

f_i = frequency

w_i = weight

c. Then add up the average response for each question in a dimension then divided by the number of questions in that dimension.

The final step is to determine the EPIC Rate value with the following formula.

$$\text{EPIC Rate} = (\text{X Empathy} + \text{X Persuasion} + \text{X Effect} + \text{X Communication}) / 4$$

The EPIC Rate results will describe the promotional position of a product in the respondent's perception, according to the scale range specified above. Assessment of EPIC model variable questions using a Likert scale with a scale range used is one to five and given a weight. The following is a scale range based on the weight of the assessment obtained in the questionnaire.

$$R_s = \frac{R(\text{bobot})}{M}$$

Description as follows.

R (weight) = Largest weight – smallest weight

M = Number of weight categories

$$RS = \frac{5-1}{5} = 0,8$$

After that the EPIC rate value can be determined.

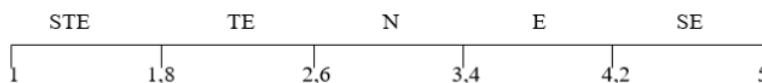


Figure 1. Criteria and Range of Promotion Effectiveness Scale in the EPIC Model

Based on Figure 1. it can be interpreted as follows.

1. If the scale range is in the range 1.0 - 1.8 then the promotion carried out is included in the very ineffective criteria (STE).
2. If the scale range is in the range 1.8 – 2.6 then the promotion is carried out is included in the criteria of ineffectiveness (TE).
3. If the scale range is in the range 2.6 – 3.4 then the promotion is carried out included in the criteria quite effective (N).
4. If the scale range is in the range 3.4 – 4.2 then the promotion is carried out included in the effective criteria (E).
5. If the scale range is in the range 4.2 – 5.0 then the promotion is carried out included in the criteria of very effective (SE).

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3. RESULT AND DISCUSSION

3.1 Target Market APP Polytechnic

The target market for the APP-Jakarta Polytechnic is aimed at high school graduates and the equivalent, who wish to continue their studies to higher education. Of the 150 respondents who were expected to fill out the questionnaire, only 107 respondents filled out the questionnaire because many respondents did not want to fill out the questionnaire for reasons that were not is known.

3.2 Uji Validitas & Reliabilitas Kuesioner

Table 1. Test the validity of the Questionnaire

Question	R Count	R table	Decision
P1_1	0.895	0.195	Valid
P1_2	0.919	0.195	Valid
P1_3	0.929	0.195	Valid
P1_4	0.944	0.195	Valid
P1_5	0.948	0.195	Valid
P1_6	0.942	0.195	Valid
P1_7	0.901	0.195	Valid
P1_8	0.899	0.195	Valid
P1_9	0.938	0.195	Valid
P1_10	0.834	0.195	Valid

Based on the table above, it is known that all questionnaire question items are declared valid, because the value of r count > r table.

Table 2. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.978	10

Based on the table above, the Cronbach's alpha value of 0.978 is greater than 0.6 so that the questionnaire is declared reliable.

3.3 Questionnaire Statistics on APP-Jakarta Polytechnic

1. Respondent Profile

Table 3. Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	32	29,9	29,9	29,9
Female	75	70,1	70,1	100,0
Total	107	100,0	100,0	

1
Tabel 4. School

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMA	65	60.7	60.7	60.7
SMK	31	29.0	29.2	89.6
MAN	11	10.3	10.4	100.0
Total	107	100.0	100.0	

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Table 5. Majors At School

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid IPA	33	30,8	30,8	30,8

2

	Frequency	Percent	Valid Percent	Cumulative Percent
IPS	43	40,2	40,2	71,0
Etc	31	29,0	29,0	100,0
Total	107	100,0	100,0	

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3.4 EPIC Model

The EPIC (Empathy, Persuasion, Impact, Communication) model is used to analyze empathy, persuasion, impact and communication in promotions. This method was invented by the AC research and research institute. Nielsen, and consists of four complementary dimensions.

3.5 Simple Tabular Analysis

A simple tabulation describes the number of respondents who chose the answer for each question. Simple tabulation makes it easy to do initial calculations in analyzing the EPIC Model.

Table 6. Analysis of Simple Tabulations Based on Questionnaires

No	Statement	Answer Choices					Total Skor
		SA	A	E	DA	SD	
1	Do you agree that the promotion of the APP-Jakarta Polytechnic is good?	29	62	16	0	0	107
2	The APP-Jakarta Polytechnic Promotion may catch your attention.	23	66	18	0	0	107
3	You liked the promotional brochures and catalogs from the APP-Jakarta Polytechnic.	16	65	26	0	0	107
4	Do you agree that the merchandise provided by the APP-Jakarta Polytechnic is interesting?	22	47	35	3	0	107
5	You know and are familiar with the program of promotions offered by the APP-Jakarta Polytechnic well.	17	57	32	1	0	107
6	Do you understand the message conveyed in the APP-Jakarta Polytechnic promotion?	17	60	30	0	0	107
7	Do you agree that the promotion carried out by the APP-Jakarta Polytechnic has the highest appeal?	14	44	48	1	0	107
8	Do you agree that the promotion carried out by the APP-Jakarta Polytechnic is more creative and clear than the promotion of other educational places?	12	51	43	1	0	107
9	The slogan of the APP-Jakarta Polytechnic "The Red Jacket" is very good.	23	62	21	1	0	107
10	Do you agree that the promotion of the APP-Jakarta Polytechnic made you want to study there?	40	58	9	0	0	107

Description:

SA = Strongly Agree

A = Agree

E = Enough

DA = Don't Agree

SD = Strongly Disagree

3.6 EPIC Model Calculations

1. Dimensions of Empathy (Empathy)

The empathy dimension informs whether consumers like a promotion and describes how consumers see the relationship between a promotion and their personality. This study shows the response and interest of consumers towards promotions that have been carried out by the APP-Jakarta Polytechnic by looking at the relationship between these promotions and the consumer's personality.

Empathy variable statements are contained in the questionnaire on questions number 1, 3 and 7. These questions include the following:

- Do you agree that the APP-Jakarta Polytechnic Promotion is good?
- Do you like the promotional brochures and catalogs from the APP-Jakarta Polytechnic?
- Do you agree that the promotion carried out by the APP-Jakarta Polytechnic has the highest appeal?

After calculating to find out the EPIC Rate, the average value of the empathy dimension is 3.89. This empathy value is in the range of a scale of 3.4 - 4.2 which has an effective value. So, it can be concluded that the promotion that has been carried out by the APP-Jakarta Polytechnic has an effective response to respondents. This provided information that the respondents liked the promotion and made the respondents interested in the program issued by the APP-Jakarta Polytechnic. Respondents stated that they agreed because the promotion that had been carried out by the APP-Jakarta Polytechnic had been good overall and they liked it. The existence of promotions makes them feel cared for as consumers because they are always given information about APP-Jakarta Polytechnic products.

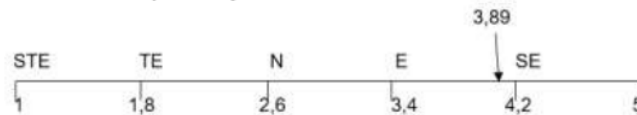


Figure 2. Graph Value of Empathy Dimensions in the EPIC Model

Respondents considered that the APP-Jakarta Polytechnic had carried out a good promotion which was different from the promotions of its competitors, namely by providing merchandise in the form of notebooks, mousepads, ballpoint pens, post-its, softcovers, memo holders, mugs, thumblers, desk clocks, stabilizers.

Table 7. Empathy Dimension Calculation

Attribute	Quality (b)	E1	E3	E7	E1 + E3+ E7	b x E1 (X1)	b x E3 (X3)	b x E7 (X7)
SA	5	29	16	14	59	145	80	70
A	4	62	65	44	171	248	260	176
E	3	16	26	48	90	48	78	144
DA	2			1	1		0	2
SD	1				0		0	0
Total		107	107	107	321	441	418	392

Description:

SA = Strongly Agree

A = Agree

E = Enough

DA = Don't Agree

SD = Strongly Disagree

$$X(1) = \frac{441}{107} = 4,12$$

$$X(3) = \frac{418}{107} = 3,91$$

$$X(7) = \frac{392}{107} = 3,66$$

$$X \text{ empathy} = \frac{X(1)+X(3)+X(7)}{3} = \frac{4,12+3,91+3,66}{3} = 3,89$$

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2. Dimensions of Persuasion (Persuasion)

The persuasion dimension explains what a promotion can provide to influence respondents' attitudes and desires to engage further, and encourage consumers to study at the APP-Jakarta Polytechnic after a successful promotion which is conducted. The dimensions of persuasion in the questionnaire are found in questions number 2, 4 and 10. These questions include the following.

- a) Promotion of APP-Jakarta Polytechnic may catch your attention.
- b) Do you agree that the merchandise provided by the APP-Jakarta Polytechnic is interesting?
- c) Do you agree that the promotion of the APP-Jakarta Polytechnic made you want to study there?

After calculating to find out the EPIC Rate, the average value of the persuasion dimension is 4.05. This value is in the range of a scale of 3.4 – 4.2 which has an effective value. So, it can be concluded that the promotion that has been carried out by the APP-Jakarta Polytechnic has an effective response to respondents who agree that the promotion that has been carried out by the APP-Jakarta Polytechnic has made them interested in the promotion and wish to study at the APP-Jakarta Polytechnic.

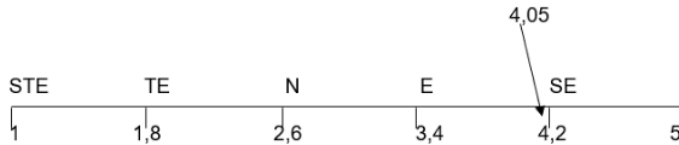


Figure 3. Graph persuasion Dimension Value in the EPIC Model

This is because the APP-Jakarta Polytechnic has been able to strengthen the attractiveness of a product it offers so that consumers are convinced to come to the exhibition event that the APP-Jakarta Polytechnic participates in. In addition to this, the promotion has persuaded consumers to make further visits to attend events attended by the APP-Jakarta Polytechnic.

Table 8. Calculation of Persuasion Dimensions

Atribute	Quality(b)	E2	E4	E10	E2 + E4+ E10	b x E2 (X2)	b x E4 (X4)	b x E10 (X10)
SA	5	23	22	40	85	115	110	200
A	4	66	47	58	171	264	188	232
E	3	18	35	9	62	54	105	27
DA	2		3		3		6	
SD	1							
Total		107	107	107	321	433	409	459

The average response dimensions of persuasion are:

$$X(2) = \frac{433}{107} = 4,05$$

$$X(4) = \frac{409}{107} = 3,82$$

$$X(10) = \frac{459}{107} = 4,29$$

$$X \text{ Persuasion} = \frac{X(2)+X(4)+X(10)}{3} = \frac{4,05+3,82+4,29}{3} = 4,05$$

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3. Impact Dimensions (Impact)

The impact dimension shows whether a brand can be seen as more prominent than other brands in a similar category, as well as providing information on how much consumer involvement is in the message conveyed. This involvement refers to consumer perceptions of the importance or personal relevance of an object, event, or activity, where involvement will direct consumer behavior to make decisions.

This study shows the impact of the communication conducted by the APP-Jakarta Polytechnic in imparting knowledge of the products offered. Impact variable statements are contained in the questionnaire in questions number 5 and 8. These questions include the following.

- a) You know and are familiar with the promotion program offered by the APP-Jakarta Polytechnic well.
- b) Do you agree that the promotion carried out by the APP-Jakarta Polytechnic is more creative and clear than the promotion of other educational places?

After calculating to find out the EPIC Rate, the average value of the impact dimension is 3.76. This value is in the range of a scale of 3.4 – 4.2 which has an effective value. So, it can be concluded that the promotion that has been carried out by the APP-Jakarta Polytechnic has an effective response. Respondents stated that they agreed that the promotions that had been carried out could increase their knowledge. One reason is in promoting the APP-Jakarta Polytechnic by educating consumers, such as presentation slides that provide information about the APP-Jakarta Polytechnic program and career opportunities after studying at the APP-Jakarta Polytechnic. Apart from that, there was a roll up banner installed in place during events attended by the APP-Jakarta Polytechnic which included programs in the APP-Jakarta Polytechnic.

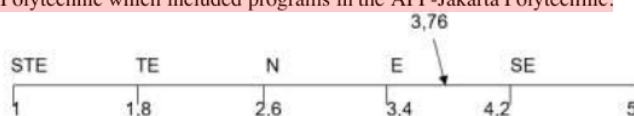


Figure 4. Graph value of Impact Dimensions in the EPIC Model

This means that the programs displayed by the APP-Jakarta Polytechnic are quite prominent compared to other educational institutions. The impact dimension is used to measure promotions in the form of placing banners, banners, etc.

Table 9. Calculation of Impact Dimensions

Atribute	Quality (b)	E5	E8	E5 + E8	b x E5 (X5)	b x E8 (X8)
SA	5	17	12	29	85	60
A	4	57	51	108	228	204
E	3	32	43	75	96	129
DA	2	1	1	2	2	2
SD	1					
Total		107	107	214	411	395

The average response dimensions of impact are:

$$X(5) = \frac{411}{107} = 3,84$$

$$X(8) = \frac{395}{107} = 3,69$$

$$X \text{ Impact} = \frac{X(5)+X(8)}{2} = \frac{3,84+3,69}{2} = 3,7$$

4. Dimensions of Communication (Communication)

The communication dimension shows the consumer's ability to remember the main message conveyed, consumer understanding, and the strength of the impression left by the message. Communication variable statements are contained in the questionnaire in questions number 6 and 9.

These questions include the following.

- a) Do you understand the message conveyed in the APP-Jakarta Polytechnic promotion?
- b) The slogan of the APP-Jakarta Polytechnic "The Red Jacket" is very good.

After calculating to find out the EPIC Rate, the average value of the communication dimension is 3.94. This value is in the range of a scale of 3.4 - 4.2 which has an effective value. So, it can be concluded that the promotion that has been carried out by the APP-Jakarta Polytechnic has an effective response to respondents.

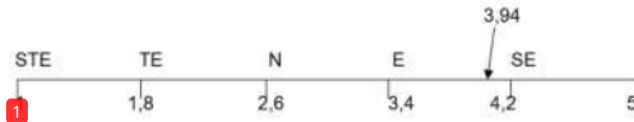


Figure 5. Graph value of Communication Dimensions in the EPIC Model

Respondents stated that they agreed because the messages conveyed in the APP-Jakarta Polytechnic promotion were understandable and the slogans used were appropriate. This is because the APP-Jakarta Polytechnic is able to convey messages clearly and well, as well as with the right slogans. Respondents can remember the main messages conveyed and have left a strong impression with high product understanding. Promotions are accompanied by attractive photos, beautiful colors and unique images.

Table 10. Calculation of Communication Dimensions

Attribute	Quality (b)	E6	E9	E6+E9	b x E6 (X6)	b x E9 (X9)
SA	5	17	23	40	85	115
A	4	60	62	122	240	248
E	3	30	21	51	90	63
DA	2		1	1		2
SD	1					
Total		107	107	214	415	428

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The average response dimensions of communication are:

$$X(6) = \frac{415}{107} = 3,88$$

$$X(9) = \frac{428}{107} = 4,00$$

$$X \text{ Communication} = \frac{X(6)+X(9)}{2} = \frac{3,88+4,00}{2} = 3,94$$

1 3.5 EPIC Rate

The results of the calculation of the four dimensions above, namely the dimensions of empathy, impact, communication and persuasion are within the effective scale range. Then the four dimension values are added up to get the average value to get the EPIC Rate value. The EPIC Rate value obtained as a whole is 3.91. This value is in the decision scale range between 3.4 – 4.2 which means that overall the promotion that has been carried out by the APP-Jakarta Polytechnic has been effective.

That is, the promotion that has been carried out is in accordance with the objectives to be achieved. The promotion has been liked, attracted attention, can increase knowledge, and the message conveyed can be understood by respondents so that they are encouraged to study at the APP-Jakarta Polytechnic. The results of data processing using the EPIC Rate can be presented in the graphical form of the EPIC Model.

EPIC Rate Results:

$$\begin{aligned} \text{Epic Rate} &= \frac{X(\text{Empathy}) + X(\text{Persuasion}) + X(\text{Impact}) + X(\text{Communication})}{4} \\ &= \frac{3,89 + 4,05 + 3,76 + 3,94}{4} = 3,91 \end{aligned}$$

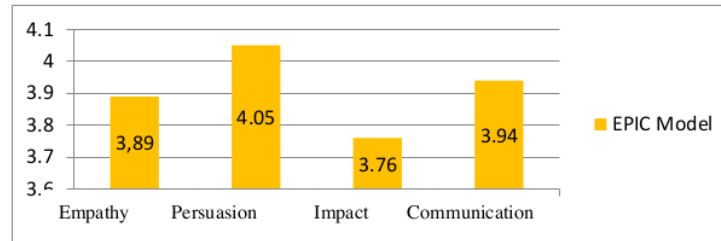


Figure 6. EPIC Models Graphics

1 4. CONCLUSION

4.1 Conclusion

The results of the author's research regarding the effectiveness of the promotion program on the target market at the APP-Jakarta Polytechnic can be drawn the following conclusions.

1. Promotional program conducted by the APP-Jakarta Polytechnic in promoting its products to the target market, namely high school and vocational students. Promotional programs that are very influential in attracting the target market's interest by using tools that assist in promotional activities include brochures, banners, and merchandise.
2. The effectiveness of the APP-Jakarta Polytechnic promotion program as calculated in the EPIC Model which consists of the Empathy Dimension (3.89 = Effective), Persuasion Dimension (4.05 = Effective), Impact Dimension (3.76 = Effective) and Communication Dimension (3.94 = Effective) resulted in that the promotional program carried out by the APP-Jakarta Polytechnic was effective which was stated in the EPIC RATE which was 3.91 because it was in the effective scale range.
3. The APP-Jakarta Polytechnic is running various kinds of promotions, online promotions are the most effective compared to offline promotions because according to the promotion team, the APP-Jakarta Polytechnic target market knows about APP-Jakarta Polytechnic through searching on Google and filling out catalog requests on the APP Polytechnic website -Jakarta to get more complete information. So it can be concluded that how the internet makes it very easy for someone to obtain information and can change advertising within the company to be more efficient.

4.2 Suggestions

Suggestions that can be given by the author regarding the APP-Jakarta Polytechnic promotion program are as follows.

1. The promotion team which involves all lecturers and employees of the APP-Jakarta Polytechnic is expected to be more solid in promoting the APP-Jakarta Polytechnic and providing more detailed information to Prospective Students. Creative, innovative and interactive promotions are also urgently needed in various media used by the APP-Jakarta Polytechnic to expand the network and attract prospective APP-Jakarta Polytechnic students to study at the APP-Jakarta Polytechnic.
2. The APP-Jakarta Polytechnic should maintain good relations with various schools that have collaborated with both SMA and SMK because they can learn about the APP-Jakarta Polytechnic programs and provide a good image.
3. Research on the effectiveness of the promotional program implemented by the APP-Jakarta Polytechnic should be carried out continuously. So that the strategy that has been set and the results of the promotion carried out can be monitored for its effectiveness on prospective students of the APP-Jakarta Polytechnic. Further research that can be carried out by the APP-Jakarta Polytechnic is observing updated needs and wants of prospective APP-Jakarta Polytechnic students. So that the APP-Jakarta Polytechnic can determine strategies according to the demand from these prospective students and create new breakthroughs for the next APP-Jakarta Polytechnic promotion program.

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