

The Application of Marketing Communication as decision making process in choosing Private University

Qualitative Study in School of Communication - Private University

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Abstract

Formal education is one of the important phases for everybody in preparing their future. Formal education in college level is divided into Government University and Private University. In this new era, it is not only the education changes but also the technology as part of new media. This study is motivated by social media network has become one of the main promotional media which is utilized by a company product or service, especially when they want to share new product or program for their customer. Private university uses new media through Internet, especially as medium to communicate with the customer in this term is followers.

This study used the cognitive dissonance theory through marketing communication concept. The data analysis method used in this research is the qualitative descriptive approach by focusing on E – Marketing.

The result of this research showed that students and parents gain interesting information from social media.

Keywords: education, formal, cognitive dissonance theory, marketing communication, private university

Introduction

Facing the current era of Globalization, Indonesians are required to remain competitive and have quality human resources, as a provision for free trade to be started in the near future, where all free background and skills are involved in the competition. Formal education is one of the important phase for everybody in preparing their future. Formal education in college level is divided into Government University and Private University. In this new era, it is not only the education changes but also the technology as part of new media.

Private university uses new media through Internet as media to communicate with the parents and students. The proliferation of educational institutions makes the competition between them become more stringent. Many ways are done by newcomers in education field to attract market share, plus now the community is smart to choose which university is superior to them. Increasingly tight competition now makes education institutions to continue to be creative and always make new innovations in order to win the competition that occurred.

One form of business that can be done to compete is to conduct promotional activities that are right on target. Educational institutions should always make updates and changes and follow the development of the times that occur so as not to be left behind by consumers who are more advanced today. To keep the public aware of the pioneer educational institution, the institution must keep promoting the community so that they know the programs that will be done and the latest information about the educational institution, so that the wider community, especially the target market to know the development conducted by the institution. Social media can be one of the promotional media that can be used by pioneer education institution. Meanwhile, the technology that has been increasingly advanced at this time, making internet access faster so as to make online media as a medium used by the public to get all kinds of information including information about education.

Literature Review

Mass Communication

According to Kotler & Keller (2012: 500), marketing communication mix consists of: Advertising or advertising are all forms of non personal presentation and promotion of ideas, goods or services by sponsors through print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (Video and audio tapes, web pages, CD-ROMs), and exhibition media (posters, billboards, sign)

Sales promotion or sales promotion is a short-term incentive to encourage the desire to try or purchase products or services included in consumer promotions (such as samples, coupons, premiums), trade promotions and business promotions. The company sponsors activities and programs designed to create daily interactions or special brands that interact with consumers, including sports, arts, entertainment, and so on.

A variety of programs designed to promote internally to corporate and external employees to consumers, governments and media to protect the company's image or individual products.

Direct marketing communications to get responses from certain customers and candidates, which can be done using mail, phone, and other non-personal interfaces. Online activities and programs created to attract consumers or expectations and directly or indirectly attract attention, enhance the image. Marketing communication activities in which humans are oral, written or electronic communication related to the experience of purchasing or using goods or services. Direct interaction between one or more potential buyers with a view to making presentations, answering questions

The Purpose of Marketing Communication

According to Kennedy and Soemanagara (2009: 59) marketing communication aims to achieve three stages of change aimed at consumers, as follows:

1. The first stage is the stage of knowledge change. In this change, the consumer knows the existence of a product, for what the product was created, and addressed to whom.

2. The second stage is the stage of attitude change, which is determined by the three elements of cognition (knowledge), affection (feeling), and conation (behavior). If these three components indicate the existence of the tendency of change, then there may be a change of attitude.

3. The third stage is the stage of behavior change, intended for consumers not to switch to other products, and accustomed to use them.

This theory supports research that will be done because in this communication marketing purpose there are stages where aims to change consumer attitudes. In this case, the researcher wants to see a change in attitude

According to Belch (Belch, 2009: 486-488) as a new media, the internet function as a promotional media as follow

1. Disseminate Information

One of the main goals in using the internet is to present information in depth about a product or service offered. In the business world, having a site (website), social networking or blog has become a necessary thing.

2. Create Awareness

The Internet can be used to create awareness or public awareness, even that can not be achieved by traditional media such as television or radio.

3. Gather Research Information

Sites used by marketers to reach information about the audience profile. Companies use social networking to build and establish relationships with clients, research the market, and to gather competitive information.

4. Create an Image

Many sites are designed specifically to describe the self image or image of their respective companies. With the site the company can build its image with an interesting form of visualization

5. Stimulate Trial

Most websites provide electronic coupons for experiments in order to stimulate them to try their products.

6. Create Buzz

It is one of the most effective strategies in marketing and promotion activities. The type of virus from social networking and some other sites attract the attention of marketers who want to spread "word of mouth" communication.

7. Gain Consideration

The Internet is an effective medium in achieving communication goals such as review and / or evaluation. Blogs and discussion forums are considered useful in providing useful information in evaluating products and brands.

Internet has been growing to provide other benefits, in addition to communicating media, the internet today can also be a medium for promoting for anyone without exception.

Level and Type of Media Effects

Media effects are simply the consequences of what the mass media do, whether intended or not. The expression media power, on the other hand, refers to a general potential on the part of media to have effects, especially of a planned kind. Media effectiveness is a statement about the efficiency of media in achieving a given aim and always implies intention or some planned communication goal. Broad distinctions are normally created between effects which are cognitive, effects which are effectual (relating to attitude and feelings) and effects on behavior. "(McQuail 2005: 465) "The media effect is only a consequence of what the mass media is doing, whether intended or not. The expression "media strength", on the other hand, refers to a common potential on the part of the media to have an effect, especially the planned type. Media effectiveness is a statement about the efficiency of the media in achieving the goals given and always intend or some communication planning

goals. A wide difference is usually made between cognitive effects (relation to knowledge and opinion), effectual effects (related to attitudes and feelings) and effects on behavior "(McQuail 2005: 465) Attitude Theory Attitude is a learned tendency to behave in a fun or unpleasant way to a particular object such as a product, a product class, a brand, a service, an internet site, a price or a retail trader. Attitude reflects both pleasant and unpleasant judgments of attitude objects. Attitudes have motivational qualities; Ie they can encourage Consumers toward a certain behavior or attract consumers from certain behaviors. (Schiffman and Kanuk, 2004: 222-223)

According to the three component attitude model, attitude consists of three main components:

Cognitive Components

The first component of the three-component attitude model consists of the various cognitions of a person, namely knowledge and perceptions obtained based on a combination of direct experience with attitude objects and related information from various sources. This knowledge and the perception it generates usually take the form of trust, that is, consumer confidence that the object of attitude has various attributes and that certain behaviors will produce certain results.

Affective Components

The emotions or feelings of consumers about a particular product or brand are an affective component of a particular attitude. These emotions and feelings are often perceived by consumer researchers as highly evaluative in nature: they include an individual's judgment of the object of direct and total attitudes

Conative Components

The last component of the three-component attitude model relates to the likelihood or tendency that the individual will

Perform special acts or behave in a certain way against certain attitude objects. According to some interpretations, the conative component may include actual behavior itself. The

conative component is often regarded as a statement of consumer intent to buy. The buyer-intent scale is used to assess the likelihood of consumers buying a product or behaving in a certain way. (Schiffman and Kanuk, 2004: 225-227)

So it can be concluded that attitudes are the tendency of a person in acting against certain things, which can indicate the likes or dislikes of a particular object. In this research, we want to see how the attitude component of the followers of Private University account of promotion is done

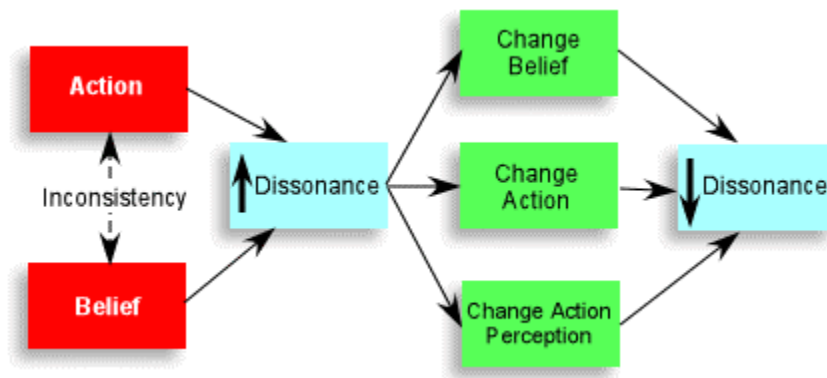
Cognitive Dissonance Theory

A social psychologist Leon Festinger developed the Cognitive Dissonance Theory (Festinger, 1957). The theory has obviously stood the test of time in that it is mentioned in most general and social psychology textbooks today. The theory is somewhat counterintuitive and, in fact, fits into a category of counterintuitive social psychology theories sometimes referred to as action-opinion theories. The fundamental characteristic of action opinion theories is that they propose that actions can influence subsequent beliefs and attitudes. This is counterintuitive in that it would seem logical that our actions are the result of our beliefs/attitudes, not the cause of them. However, on further examination these types of theories have great intuitive appeal in that the theories, particularly cognitive dissonance, address the pervasive human tendency to rationalize.

Cognitive dissonance theory is based on three fundamental assumptions which is Humans are sensitive to inconsistencies between actions and beliefs. According to the theory, we all recognize, at some level, when we are acting in a way that is inconsistent with our beliefs/attitudes/opinions. In effect, there is a built in alarm that goes off when we notice such an inconsistency, whether we like it or not.

Recognition of this inconsistency will cause dissonance and will motivate an individual to resolve the dissonance. At the time the belief are violated, person will encourage themselves to fix it and put the great effort to resolve it. The degree of dissonance is depend on our principle thought with the behavior itself.

Tabel 1. Cognitive Dissonance Theory



Source: Festinger, 1957

The process of resolving Dissonance is:

a. Change Beliefs

The simplest way to shrink the distance between actions and beliefs is simply to change the beliefs. In general, belief is fundamental and important especially basic beliefs that stable so it is not a common to resolving dissonance in this area.

b. Change Actions

The alternative process is goal for to make sure that guilty feeling will make an individual change the behavior. On the other hand, this kind of aversive conditioning can be bad way of learning due to inconsistency with the beliefs.

c. Change perception of action

The more complex method of resolution is to change the perceive through action. The process includes the way to rationalize the action. It means we do our action in different manner or context so that the inconsistency would be disappeared.

Methodology

To examine The Application of Marketing Communication as decision making process in choosing Private University, the researchers used qualitative research methods through focus group discussion, collecting accurate data based on the data field also features an interview with informants. According Jumroni and Suhaemi (2006; 14), the qualitative research conducted in a reasonable situation (natural setting) and data collected are generally qualitative. The reason using the methods of qualitative research is to investigate how process would be applied using the tools marketing communication. The informants were the parent and the students

By using the methods of qualitative researchers could figure out the opinion of target audience which is parents and students in choosing private University

Findings and Discussion

The decision process in choosing Private University using Marketing Communications tools can be formed as below:

1. Disseminate information

The information in internet company used to make public awareness of products and services offered in this case the theory of internet function as a media campaign is in the points disseminate information is one of the main purposes in using the internet to present information in depth about a product or services offered

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2. Clarity of Information

In this dimension, researchers look to where the responders are aware of the information that has been offered, and also the understanding of respondents (followers) on the program offered through the account. The results obtained in this dimension are the dominant responders (followers) are aware of the program

3. Creating awareness

Offered, this is continuous with the theory of internet function as a media campaigns in the points create awareness (Belch, 2009: 502-504) "the internet can be used to create awareness or even public awareness that can not be achieved by traditional media such as television and radio" in the presence Awareness of the next respondent (followers) can understand the information contained in the account through awareness of the services offered and understanding of the services offered.

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This shows the theoretical underpinning of this research: the function of the internet as a promotional medium in the stimulate trial points has not worked well for the responders who stated "most websites provide electronic coupons for experiments in order to stimulate their product" even in research These researchers did not specifically examine Electronic coupon, but only reveal the information from the promotions made through account only. Apparently the results in the field states that there is no interest of respondents to use the program offered account the private university itself.

Knowledge and perceptions on the basis of a combination of experience with related attitudes and information objects from various sources. "In the study This respondents positively get information through account Private University. Furthermore, the theory states "This knowledge and the perception it generates usually the form of trust, that is consumer confidence that the object of attitude will produce certain results". With the knowledge and information via account then respondents will throw a sense of confidence in the information that has been disseminated on the account private University.

The statement in attitude theory with the conative component is "Conative component is often regarded as a statement of consumer intent to buy. The buyer-intent scale is used to

assess the likelihood of consumers buying a product or behaving in a certain way. (Schiffman and Kanuk, 2004: 225-227) do not match the results.

Conclusion

The direction of the influence of the use of social media as a media promotion against the attitude of the followers is positive. This is addressed with positive response for tools itself. The conclusion of this study, in general, the variable use of social media as a media promotion can influence the attitude followers. However, when viewed more specifically the conative component is the component of the most low-impact attitude so Private University is expected to improvise in posting promotion tools in order to influence the conative attitude component of the account that has been there.

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