

## ABSTRACT

In the future, the management of Higher Education is predicted to face formidable challenges. To face these challenges and keep the higher education operating and sustainable, effective and efficient promotion is needed. This study analyzes the Social Media Activity Segmentation and Telkom University's Promotion Media preferences at Seleksi Mahasiswa Baru Ujian Tulis Gelombang (UTG) - 1 2015.

The used method is descriptive on 350 respondents using non probability sampling method and purposive sampling technique. This analysis is used to determine Telkom University Promotion Media preferences based on social media activity segmentation consists of Basic User, Social User and Informational Users to SMB UTG – 1 2015.

The research proved that Informational user and official website are the most preferred media promotion's chosen by respondents to registering to Telkom University. Telkom University advised to improve Official Website because it has been that it is the most preferred media promotion by future students. A better Official Website should cover clear, reliable, complete, detailed, and interesting information.

**Key Word:** Promotion, Promotions Media, Social Media Activity, Basic User, Social User, Informational User