

ABSTRACT

The development of industry in the field of education, especially universities, has created competition between universities. In addition, the number of tertiary institutions in Indonesia, which are counted in many public universities (PTN) and private universities (PTS), makes competition among higher education institutions also higher. The phenomenon of private outsourcing government education certainly has an effect on prospective students to see the advantages that PTS has over PTNs. As one of the educational institutions, Telkom University has a vision to improve the quality of human resources through world-class education (World Class University). For this reason, a good marketing team is needed to market the product superiority of a higher education institution.

The paradigm used in this study is the constituent paradigm by using a type of quantitative research and the method used in this study is descriptive and causal research. In this study, the target population was class XII high school students, especially Bandung 8 High School, amounting to 100 people from 133 students who registered.

Based on the results of the study obtained marketing communication strategy variable (X) has a value of t count (14.121) > t table (1.984) and a significance level of $0.000 < 0.05$ therefore it can be concluded that there is a significant influence of the marketing communication strategy variable (X) towards decision making (Y). In addition, the results obtained on the value of the coefficient of determination (R Square) of 67%, which means that the marketing communication strategy variable has an influence on the decision-making variables of 67% and the remaining 33% is influenced by other variables not examined in this study.

From the results of this study it is proven that the marketing communication strategy has a good impact on Telkom University marketing. From these results it is expected that marketing communication strategies can be used as marketing tools and developed to provide strategies for institutions engaged in education, especially universities

Keywords: *marketing communication strategy, decision making*