

## **ABSTRACT**

*Telkom University is one of the private universities (PTS) located on Jl. Telekomunikasi Terusan Buah Batu, Kota Bandung. Currently, Telkom University is experiencing problems, namely the decrease in the percentage of prospective students who continue the registration process when they have been declared graduated at Telkom University. The factors that caused this percentage decrease were the man, management, information, method, and brand faced by PADMI Telkom University as the party responsible for the registration process for new students at Telkom University. From the factors that cause the decrease in the percentage of prospective students who continue the registration process, the PADMI of Telkom University will make improvements to the management factor, namely by designing a segmentation strategy for prospective students so that later they can formulate appropriate marketing strategies using the CHAID method in increasing the number of prospective students who continue registration and face Telkom University competitors for the next few years.*

*Proposed marketing strategies that can be given to PADMI Telkom University for the 14 segments of prospective students formed include providing scholarships to prospective students in accordance with the requirements set by the campus and designing non-academic activity programs in the form of participation in Belmawa activities, designing a segmented UKT payment system, providing tuition scholarships through donations from Telkom University alumni and designing non-academic activities in the form of participating in campus promotion activities on social media, offering master's programs through fast tract programs and alumni pathways, offering international classes to prospective students, offering student exchange programs, edutrips, summer /winter school & global learning week intensively and repetitively, offering seminars or training programs for the world of work in industry or large companies that have collaborated with Telkom University and formed special services for the admissions process. student.*

**Keywords:** *Higher Education, Segmentation, CHAID, Marketing Strategy, Telkom University*