

ABSTRACT

Telkom University has shown a strong commitment to the development of higher education in Indonesia, one of which is through the Telkom University National Campus (TUNC) program initiative. This study aims to analyze Telkom University's communication strategy in increasing public awareness of TUNC. The method used is a qualitative method with a descriptive type and using a constructivist paradigm that allows researchers to observe phenomena, understand their meaning, explain, and explore social or humanitarian problems in depth through the use of words and sentences. Data collection techniques use observation, interview, and documentation techniques. Data analysis techniques used in this study are data collection, data reduction, data presentation, and drawing conclusions. The conclusion of this study is that Telkom University's communication strategy in increasing TUNC awareness is adaptive, data-based, and participatory. The combination of digital media and direct activities creates a synergy between image and experience, which is a strong foundation in expanding the recognition and appeal of TUNC in the eyes of prospective students. Telkom University has succeeded in optimizing the use of dynamic social media and a personal face-to-face approach to achieve promotional goals effectively and sustainably.

Keywords: Awareness, Communication strategy, Digital Media, Marketing Communication, TUNC.