

ABSTRACT

This study aims to improve the effectiveness of campus promotion activities carried out by the Telkom University Admission Team through visits to schools in the West Java region. In previous practices, the process of selecting target schools has not been based on measurable priorities, resulting in inefficiencies in the use of resources such as time, energy, and operational costs. To overcome these problems, this study designs and develops a decision support system (DSS) by implementing the Simple Additive Weighting (SAW) method to assist in determining the priority of schools to be visited. This method was chosen because it can handle multicriteria calculations simply but effectively. In this study, 166 schools were analyzed using five main criteria, namely the number of previous applicants, the number of applicants who completed the registration stage, the distance of the school from the campus, the total operational costs of the visit (fuel and toll), and the school's economic level based on the size of the tuition fees. Based on calculations using the SAW method, schools were grouped into three priority categories high, medium, and low. These categories were then used as the basis for implementing various marketing strategies. The proposed marketing strategies were tailored to the characteristics of the schools in each group and were analyzed based on a literature review to identify limitations and the effectiveness of the proposed strategies. The implementation of this differentiation strategy has the potential to increase the number of applicants and eliminate resource inefficiencies in the promotion process. Therefore, the developed system can not only facilitate a more objective and data-driven decision-making process but also improve the effectiveness and efficiency of campus marketing activities.

Keywords: Decision Support System (DSS), School Priorities, Campus Marketing Strategy