

CHAPTER 1 INTRODUCTION

1.1 Background

Telkom University is a private university that has its main campus in Bandung, Indonesia. Telkom University was founded in 2013 because of the merger of four higher education institutions owned by the Telkom Education Foundation (YPT), namely the Telkom Institute of Technology (IT Telkom), Telkom Institute of Management (IM Telkom), Telkom Polytechnic, and the College of Fine Arts and Design. Indonesia Telkom (STISI Telkom) (Telkom University, 2021). Currently, Telkom University is known as a university that has a vision and focus on the fields of technology, communication, and management with the aim of producing graduates who are ready to compete in the digital era and industry 4.0 and become a National Leading Entrepreneurial University in 2028, which contributes to achieving sustainable development goals (Telkom University, 2024).

As an effort to fulfil this goal, Telkom University provides a directorate called the marketing and admissions directorate to maintain campus extension and accreditation as the best private university according to (Webometric, 2024). The Marketing and Admissions Directorate has several teams, one of which is the Admissions team. The admissions department is tasked with conducting Edu fairs event for schools as a form of marketing of Telkom University, especially for the West Java region because the location of Telkom University's main campus is in Bandung, West Java.

With this task, the Marketing and Admissions Directorate, especially the Admissions team, must carry out marketing to several schools in West Java to obtain prospective applicants who will become successors in the regeneration process so that they can continue to realize the vision of the Telkom University campus. The following is data on schools visited by the Telkom University Admissions team.

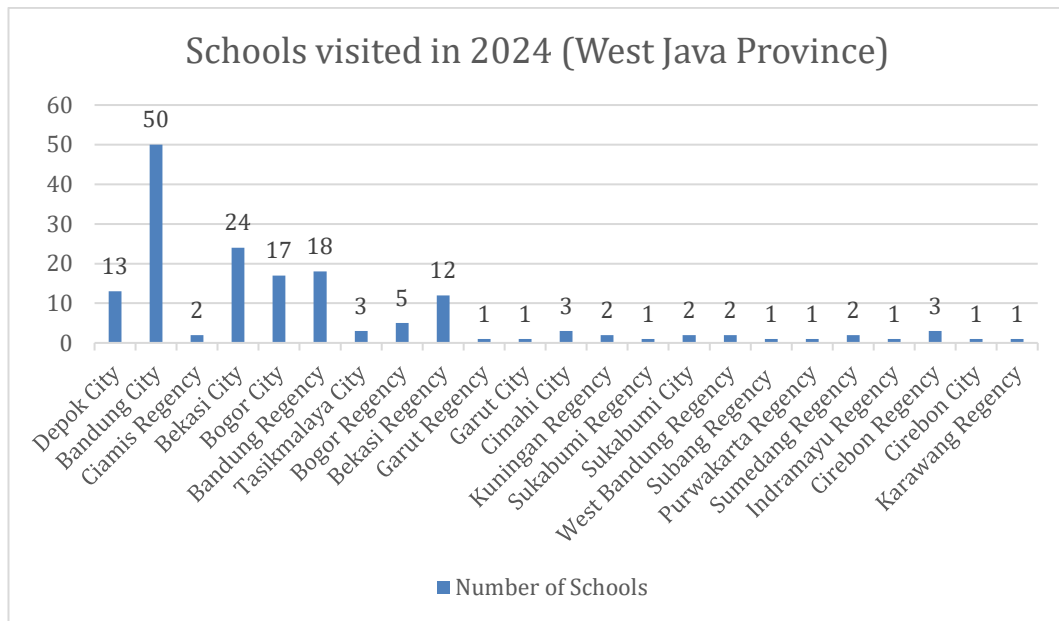


Figure 1.1 Schools visited by the admissions team in West Java in 2024

(Source: Telkom University Admission Team)

Based on the data in Figure 1.1, there are 166 schools spread across 23 cities and districts in West Java Province that were visited by the admissions team in 2024. The most visits were made in Bandung City with 50 schools, then Bekasi City with 24 schools, Depok City 13 schools, Bogor City 18 schools, and Tasikmalaya City 12 schools. Other areas have fewer visits, ranging from 1 to 5 schools per area. These schools are the main targets in the marketing activities of the Telkom University Admissions Team. In the marketing process, the team makes direct visits to schools through activities such as Edu Trips to strengthen reach and interaction with prospective students.

The marketing process carried out by the Telkom University Admissions team is based on various events held and invitations from schools. With this system, the Telkom University Admissions team sometimes faces several obstacles, such as from the data on the number of registrants it was found that there were many schools whose students registered but these schools were not included in the list of schools visited by the Telkom University Admissions team.

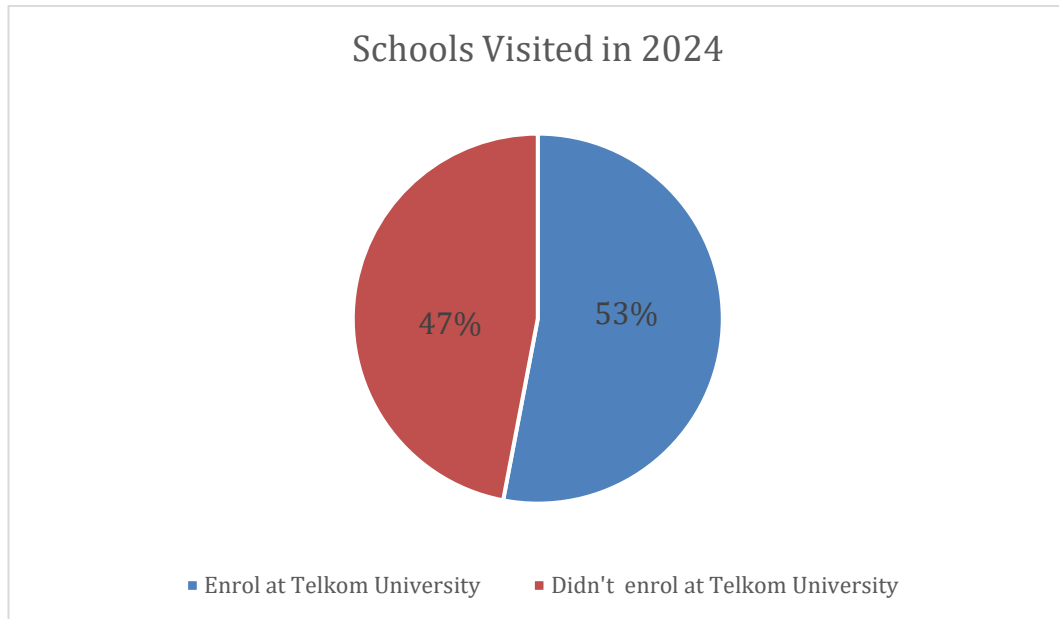


Figure 1.2 Schools visited in 2024

Based on data from figure 1.2, there were 78 (47%) schools whose students did not enrol at Telkom University. With this data proves that there are problems and there is still a need to select schools that are the priority of the admissions team for the campus marketing process to maximize marketing activities carried out.

In the process of analysing the causes of problems found in the marketing management process by the Telkom University Admissions team, a fault tree analysis was created so that the main problem identification process could be found from the root of the problem so that it could be resolved with existing alternative solutions.

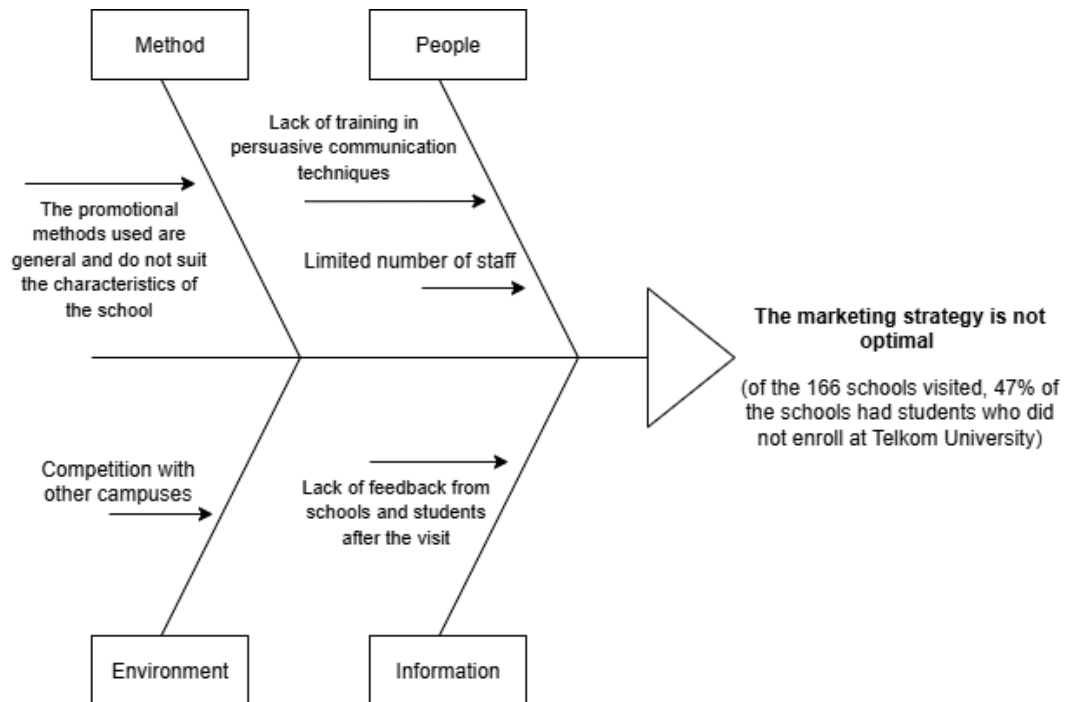


Figure 1.3 Fishbone diagram

Figure 1.3 is a fishbone diagram that illustrates the problems faced by the Telkom University admission team, namely the absence of priority schools to visit. This problem is the root of the problem caused by several factors such as people, information, method, and environment.

1.2 Problem Formulation

Based on the problems that have been presented in the background section, it can be concluded that the problems that will be discussed in this report are “How to determine the optimal marketing strategy for the Telkom University admissions team (increasing the number of applicants and reducing resource usage)?”

1.3 Purpose

This project was carried out with the aim and objective of assisting the Telkom University Admissions team to determine the optimal marketing strategy for the Telkom University admissions team (increasing the number of applicants and reducing resource usage).

1.4 Benefits

The benefits of this project are as follows:

1. Assist Telkom University admissions team to determine priority schools to visit in campus marketing activities.
2. Assist Telkom University admissions team to determine optimal marketing strategies.

1.5 Limitations and Assumptions

In this research, the author determines several things that are limitations and assumptions to emphasize the direction of the final assignment to be more specific so as to obtain more optimal results. The following are the limitations and assumptions applied in this research.

1. The object of the research carried out is focused on the Telkom University marketing team, especially the admissions team as a team that carries out marketing directly to the field
2. The area that is the focus of the research is West Java
3. This research focuses on determining a list of priority schools to visit.
4. The admissions team that is the object of this research is the admissions team from Telkom University, Bandung campus
5. The DSS (Decision Support System) information system being designed is a system that still needs further development. This is due to limited costs and time in implementing this project
6. Decision making indicators entered into the system are limited because the other data is confidential data from the company
7. Limited resources, such as the number of staff and budget available for the marketing process, are carried out by the Telkom University admissions team.
8. Access to all SMA/SMK/MA schools in the West Java region is limited
9. This research is in the form of a proposal for the problems faced by the problem owner.

1.6 Writing System

In this research, the writing systematics consists of six chapters systematically which includes:

Chapter 1 Introduction

This chapter contains an explanation of the background of the problems that occur in the Telkom University admissions team, namely determining priority schools to visit. Then there is a problem formulation based on the background that has been identified, namely that there are several schools that do not need to be visited to reduce operational costs. In addition, this chapter also contains the objectives of the research, the benefits of the research, and the writing systematics used.

Chapter 2 Literature Review

This chapter contains relevant literature to assist in solving the problems that occur in the object under research. In addition, this chapter discusses the selection of methods used in designing policies to determine priority schools to be visited by the Telkom University admissions team.

Chapter 3 Research Methodology

This chapter discusses the problem-solving method used as a guide in dealing with the problem, the limitations and assumptions applied in the final project, and the research completion time plan.

Chapter 4 Data Collection and Management

This chapter discusses all the required data related to the problem of determining the priority of schools to be visited, such as school name data, registrant data, registration participant data, school location data, and cost component data obtained through the results of interviews and direct observation of the Directorate of Marketing and Admissions of Telkom University. Furthermore, this data will be processed using the Simple Additive Weighting (SAW) method to determine the ranking of schools to be visited.

Chapter 5 Analysis

This chapter discusses the process of verification and validation of the results of the design of the school recommendation system to be visited, as well as a comparative analysis between the current condition and the proposed condition.

Chapter 6 Conclusion and Suggestion

This chapter presents conclusions from the research that has been done using the Simple Additive Weighting (SAW) method and provides suggestions in the form of alternative solutions. These conclusions and suggestions can be a reference for improvement for related agencies and further research.