

CHAPTER 1

INTRODUCTION

1.1 Background

The development of science and technology requires people to make changes so they can keep up with the times. The role of knowledge is very important for every society that wants to improve its ability to follow the competitive competition multi-dimensioning. Education is believed to be a strategic tool to improve human life. Through education, humans become intelligent, have abilities or skills, and have a good attitude to life, so they can get along well in society. Where education is a place to form a good image in humans so that they develop their full potential. Law number 20 of 2003 concerning the National Education System has also explained that education is a place or place to develop all the potential that exists in humans. Quoting from KBBI Online, that Education comes from the word *didik*, which means to maintain and give training. From this basic word, it is clear that the role of education is to provide training to students.

One way to get an education is to go to school, competition between schools is increasingly attractive. Marketing for educational institutions is necessary. Schools as educational service providers need to learn and have initiatives to increase customer (student) satisfaction because education is a circular process that influences each other and is sustainable. Therefore, a marketing strategy for educational services is needed through promotion and good facilities to win inter-school competitions. Sales promotion is part of the promotion mix. Sales promotion can be defined as a direct effect that offers added value or value incentives for a product aimed at distributors or customers to make direct or short-term sales. In general, sales promotion should build relationships with customers not only to make short-term sales or as a temporary brand switching but also to help strengthen product positioning and build long-term relationships with customers and brand awareness

One of the main goals of sales promotion is to increase loyalty. here the school is also required to be able to do a good promotion to maintain its existence. Media promotion is a tool or means to introduce and offer a product or service or image or company or something else so that it can be easily recognized by the wider community and builds brand awareness of the product, this is where the role of promotional media is in helping a school to maintain it. its existence in the community because if it is not socialized effectively it will have an impact on the number of students later, and over time the school will be less well known in the community later.

Promotion as one of the elements of marketing is an important thing to do so that marketing can run well. The steps taken by many schools to carry out promotions do not always go as expected. Many promotional programs, which cost a lot of money, are still unable to increase enrollment rates in a school. Improving the quality of education and equal distribution of learning opportunities at the primary and secondary education levels can be achieved if it is supported by adequate facilities and infrastructure. Empowering school facilities is one way that can be taken to improve the quality of student-oriented education. Good school facilities support education efforts. shows that clean air, good light, quiet, comfortable, and safe is an important learning environment sent for academic achievement.

Being one of the leading Catholic private schools in Sidoarjo, SMP Santa Maria II, Sidoarjo, has many competitors, and good promotion is needed to increase competitiveness to become the first-choice school. However, in the 2020 to 2022 school year, there will be a significant decrease in the number of students compared to the previous academic years. SMP Santa Maria II, Sidoarjo has not become the first choice for parents and students. The interest and level of trust of parents and students towards SMP Santa Maria II, Sidoarjo is still low. The promotions carried out have not been able to increase the competitiveness of SMP Santa Maria II, Sidoarjo against competing schools, and also from the point of view of the promotions carried out by this school it is less effective and also not by good design principles so it is less attractive. Based on the background of this problem, is what makes the writer interested

in conducting research entitled "DESIGNING A PROMOTION OF SANTA MARIA II JUNIOR HIGH SCHOOL, SIDOARJO"

1.2 Problem Identification

In this study after looking at the problems in the background, the authors identify the following problems:

1. SMP Santa Maria II, Sidoarjo is still not widely known by many people
2. Lack of media and visual promotion strategies for SMP Santa Maria II, Sidoarjo

1.3 Research Question

Based on the problems that have been identified, the research question for this design is

1. How to design a promotional message strategy for SMP Santa Maria II Sidoarjo
2. how to design a visual media promotion strategy for SMP Santa Maria II Sidoarjo

1.4 Research Scope

This design report has focused based on the following limitations :

1. What

Designing promotional Media for SMP Santa Maria II Sidoarjo so that it is known by the public.

2. Who

The target audience is people in Sidoarjo Regency, especially parents aged 35-40 years.

3. Where

This research will be conducted in Sidoarjo Regency

4. When

This research will be conducted approximately in April or before new student registration begins

5. Why

This research was conducted to obtain data that would support the design of a promotion strategy for SMP Santa Maria II Sidoarjo

6. How

Designing promotional media to communicate the superiority of SMP Santa Maria II Sidoarjo

1.5 Research Goal

The aim of this research is :

1. Designing a promotional message strategy for SMP Santa Maria II Sidoarjo
2. Media and visual promotion design for SMP Santa Maria II Sidoarjo in accordance with the target audience

1.6 Research Benefit

1. For Academics

Provide information about the application of knowledge that has been learned during college so that it can provide examples or references for similar research

2. For the General Public

Providing information about educational programs at SMP Santa Maria II Sidoarjo for the community in Sidoarjo Regency, and making SMP Santa Maria II Sidoarjo better known and an option for sending their children to school

3. For Authors

- Can help related parties who are used as research objects in the application of studies during lectures in a way that has been studied
- To fulfill one of the requirements needed for the author to complete the Bachelor of Visual Communication Design study at Telkom University

1.7 Research Method

1.7.1 Method used

(Sale et al., 2002) stated that the paradigms upon which the methods are based have a different view of reality and therefore a different view of the phenomenon under study. Furthermore, (Kasinath, 2013) suggests that there are three reasons for using qualitative methods, namely :

1. A Researcher's View of the World (Interpretive/Constructivist View),
2. Nature of the Research Questions,
3. Practical reasons.

Qualitative research begins with an idea expressed by research questions. The research questions will determine the method of data collection and how to analyze it. Qualitative methods are dynamic, meaning they are always open to changes, additions, and replacements during the analysis process (Srivastava & Thomson, 2009)

1.7.2 Data Collection

a. Observation

Conducting direct observations on the research object of SMP Santa Maria II Sidoarjo, the observations were made useful to see directly the learning activities and physical conditions of the object

b. Interview

Collecting data by asking several questions (interviews) to informants or informants related to research, such as students, parents, and teachers

c. Literature Review

Collect books, write academic papers and research-related articles, and extract relevant theories and data through analysis and research.

1.8 Design Framework

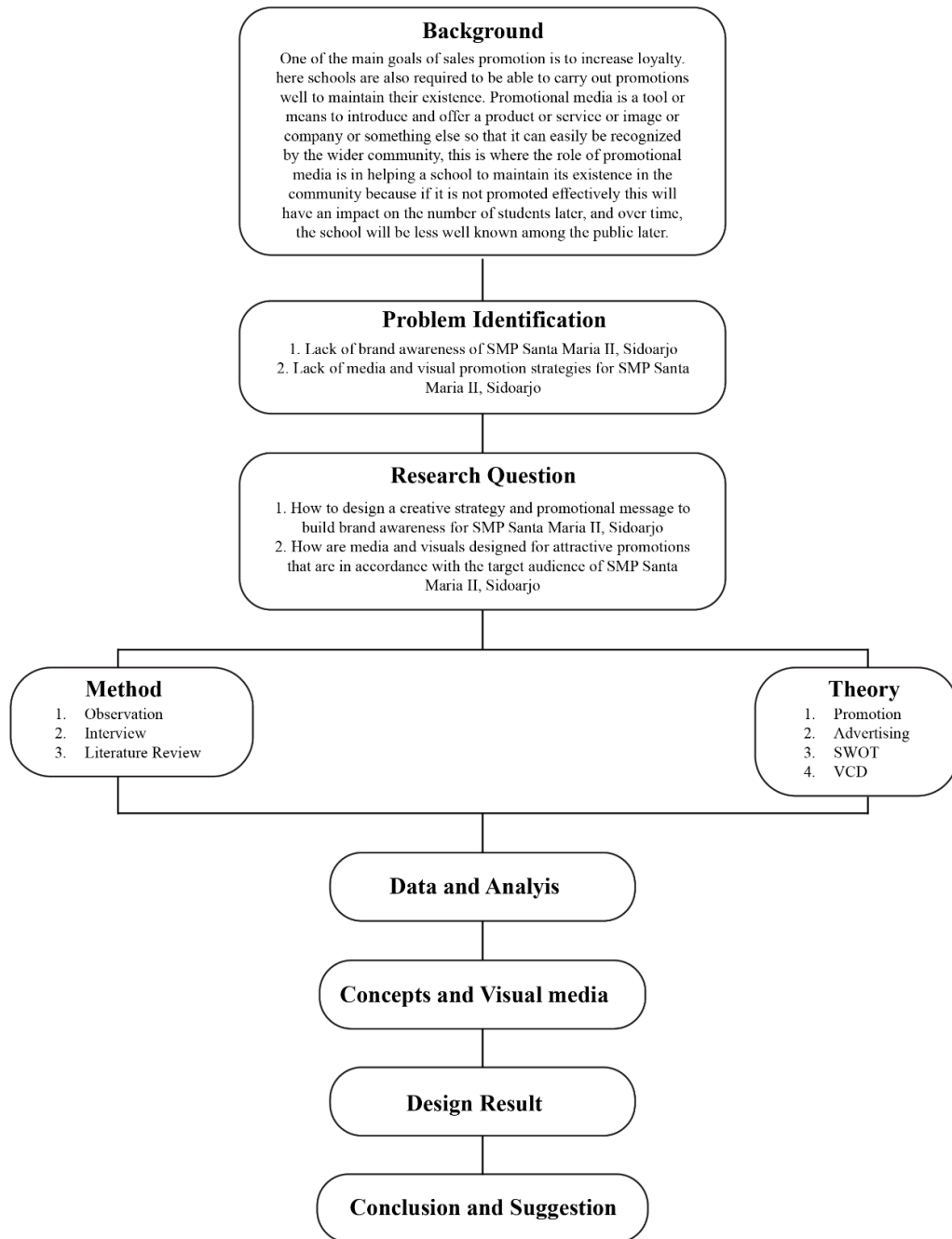


Table 1. 1 Design Framework

(Source: Personal Document)

1.9 Writing Systematic

Chapter I Introduction

Explaining the background of why the object was appointed to be the final project and explain the identification and formulation of the problem and the methods used

CHAPTER II Literature Review

Describes some details of the theories used in the final project and the form of theory that will be applied in designing the final project

CHAPTER III Design Strategy

Explain and describe how the ideas and design mechanisms will be carried out through the results of observations and literature reviews.

CHAPTER IV Design Results

Describes how the final result of the design was used in promotional activities in Bandung.

CHAPTER V Closing

Describes the conclusions from the final project results based on the problem background from the introduction and suggestions regarding the research object under study.