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IDENTIFYING MARKETING PUBLIC RELATIONS STRATEGIES IMPLEMENTED IN PRIVATE UNIVERSITIES FOR INCREASING STUDENTS INTAKE IN CENTRAL JAVA - INDONESIA

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ABSTRACT

The competition of private higher education institution is getting much tougher and tighter. Each institution needs to give their best to attract students to enroll in their institution. To maintain their competitiveness among private universities, Public Relations Bureau will try their best effort to implement any strategies that they think as the most effective one in generating interest for new students. This study tries to investigate what Marketing Public Relations strategies implemented in private universities for increasing students intake. Besides, it also investigates what kind of communication programs carried out by Public Relations Bureau in attracting prospective students to enroll in their universities. This study employs interview to obtain the data and research any corresponding literature to analyze the collected data. There are 6 private universities involved in this study. The result of the study shows that most universities have implemented all the strategies in Marketing Public relations i.e. planning, implementing and evaluation. Apart from that they also carry out various Marketing Public Relations program ranging from having presentation at high school, participating in school exhibition to community service to support the society in building and developing their capacity and knowledge.

Keywords: Marketing Public Relations strategies, intake, Marketing Public Relations program, private university.