

Implementation Strategy on Promotion IAIN Pontianak

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Abstract

Formulation of the problem in this research are: (1) What forms of promotion strategies undertaken by IAIN Pontianak? (2) What are the obstacles in the implementation of promotional strategies at IAIN Pontianak? and (3) What are the efforts made IAIN Pontianak in overcoming the implementation of promotional strategies? In this study, researchers used a qualitative approach with descriptive methods. Researchers used descriptive method because researchers want to describe the subject of the research is based on the facts as they are. For data collection techniques, researchers used: Interviews and Documentary Studies. The conclusion from this study is: (1) Pontianak IAIN promotion team considers that the implementation of promotional activities is an important thing to do in order to acquire new students who will study at IAIN Pontianak. (2) In carrying out its promotional efforts, the State Islamic Institute (IAIN) Pontianak also get a permasalahan. The constraints include: limited financial problems because it is divided per Faculty. In addition, human resources (HR) is still limited. And (3) In order to overcome all the obstacles in the promotion at IAIN Pontianak necessarily have to use an effective strategy, so that all the existing problems can be resolved quickly, precisely and accurately. For that IAIN Pontianak must immediately make careful planning, conducting promotional accurate implementation and perform appropriate controls.

Keywords: Promotion Strategy and Implementation Strategy Promotion

A. Introduction

Universities today have grown so rapidly in the Republic of Indonesia. According to the Higher Education Data Base (PDDIKTI), the number of universities in Indonesia at this time is not less than 4266, which consists of 508 universities, 114 Institute, 2329 College, 219 Polytechnic, and in 1096 the Academy. (<http://forlap.dikti.go.id/peperguruan tinggi/homegraphpt>).

From the data above, shows that the number of universities development in Indonesia has risen enough, so the future is certainly expected to improve the quality of Indonesian human resources. It is not without reason, given the purpose of Higher Education as stated in Law No. 12 of 2012 states that higher education aims to:

- a. The development potential of students in order to become a man of faith and fear of God Almighty and noble, healthy, knowledgeable, capable, creative, independent, skilled, competent, and cultured in the interests of the nation;
- b. Produces graduates who master branch Science and/or technology to meet the national interests and improving the competitiveness of the nation;
- c. Science and Technology produced through the research that takes into account and apply the value of Humanities for the benefit of the nation's progress, as well as the progress of civilization and welfare of mankind; and
- d. The realization of Community Service-based reasoning and research works that are beneficial in promoting the general welfare and educating the nation.

The purpose of the Higher Education above certainly very meaningful to the people of Indonesia, especially in achieving the ideals of the proclamation of the Indonesian nation, the nation's intellectual life. Intelligent nation would bring improvements to the entire homeland of Indonesia, so that in itself will achieve prosperity for all Indonesian people.

The emergence of various universities in Indonesia, including the State Islamic Institute (IAIN) Pontianak certainly not by itself evolve and become an institution of higher education that became the foundation of the society, especially in West Kalimantan to obtain higher education. Moreover, this time in West Kalimantan has developed institutions of higher education, both public and private that are scattered throughout the province of West Kalimantan that directly or indirectly lead to competition, especially in recruiting prospective new students graduated from high school / equivalent, especially in West Kalimantan and from other regions in Indonesia.

For a place in the hearts of the people, especially graduates of high school / equivalent, which can then either increase their attractiveness to want higher education in IAIN Pontianak certainly needed a good strategy and precise so that the students are no longer glancing at other educational institutions in particular there in West Kalimantan but instantly have a strong determination and round to enter and higher education in IAIN Pontianak.

And of course, all the efforts that have been made to accelerate the development of IAIN Pontianak will quickly be realized.

The following will be presented data on the number of applicants / registrants new students IAIN Pontianak in 2014.

Table 2
 Developments Number of Applicants / New Student Applicants
 Paths through the SPMB-PTAIN 2014

No	Faculty	Department	Strip Academic Achievement			Strip Written Exam		
			List	List	Pass	Re-registrati on	Pass	Re-registrat ion
1	Tarbiyah	PAI	74	74	34	125	117	93
2	Tarbiyah	PAI/KK	0	0	0	0	0	0
3	Tarbiyah	PBA	18	18	11	14	12	11
4	Tarbiyah	PGMI	31	31	23	41	36	26
5	Tarbiyah	PGRA	0	0	0	2	1	1
6	Syari'ah	EI	26	26	13	55	49	33
7	Syari'ah	MUA	9	9	2	10	7	7
8	Syari'ah	PS	130	130	59	148	126	105
9	Syari'ah	AS	0	0	0	4	3	4
10	Da'wah	KPI	19	19	4	15	11	10
11	Da'wah	BKI	9	9	2	11	8	7
12	Da'wah	MD	10	10	3	11	10	9
13	Da'wah	IAT	9	9	7	6	4	3
Total			335	335	158	442	348	309

Source: Statistics EMIS (Education Management Information System) IAIN Pontianak 2014

Table. 3
 Developments Number of Applicants / Registrants New Student Paths Through Local SPMB 2014

No	Faculty	Department	Local SPMB			Total SPMB			Quota
			List	List	Pass	Re-registration	Pass	Re-registrat ion	
1	Tarbiyah	PAI	151	126	112	350	317	239	245
2	Tarbiyah	PAI/KK	50	50	50	50	50	50	70
3	Tarbiyah	PBA	12	14	12	44	44	34	70
4	Tarbiyah	PGMI	115	42	42	187	109	91	70
5	Tarbiyah	PGRA	6	35	29	8	36	30	70
6	Syaria	EI	125	149	142	206	224	188	200
7	Syaria	MUA	21	37	34	40	53	43	40
8	Syaria	PS	213	61	61	491	317	225	200
9	Syaria	AS	12	21	20	16	24	24	40
10	Da'wah	KPI	21	44	38	55	74	52	70
11	Da'wah	BKI	14	39	37	34	56	46	70
12	Da'wah	MD	3	17	17	24	37	29	70
13	Da'wah	IAT	11	15	11	26	28	21	70
Total			754	650	605	1531	1369	1,072	1285

Source: Statistics EMIS (Education Management Information System) IAIN Pontianak 2014

Table. 4
 Recapitulation Number of New Students IAIN Pontianak
 Odd Semester Academic Year 2015/2016

No	Department	Pass							List				
		Initial quota	Quota End	SPAN	MU	UM	SPMB	JML	SPAN	MU	UM	SPMB	JLM
1.	Islamic education	245	245	90	0	76	139	305	48	0	66	127	241
2.	Arabic Education	70	35	18	0	10	21	49	7	0	8	20	35
3.	Teacher Education Madrasah Ibtidaiyah	175	140	52	2	32	63	149	29	2	26	57	114
4.	Teacher Education Raudhatul Athfal	70	40	17	0	2	26	45	4	0	2	24	30
5.	Islamic economics	200	200	35	0	27	171	233	16	0	26	152	194
6.	Shariah Economic Law (Mu'amalah	35	35	17	0	9	31	57	2	0	6	26	34
7.	Sharia banking	200	200	35	0	26	190	251	11	0	21	163	195
8.	Ahwal Syakhsiyyah	35	35	17	0	8	31	56	2	0	7	24	33
9.	Communication and Islamic Broadcasting	140	80	53	24	21	26	124	16	24	11	24	75
10.	Guidance and Islamic Counseling	140	80	66	13	8	21	108	18	13	5	17	53
11	Da'wah Management	70	70	30	13	4	17	64	17	13	3	16	49
12	Science and Tafsir Al-Quran	70	35	22	4	2	13	41	7	4	1	13	25
13	Comparative Religion	35	35	0	1	0	15	16	0	1	0	14	15
	Total	1.485	1.230	452	57	225	764	1.498	178	57	182	687	1.104

Source: Statistics EMIS (Education Management Information System) IAIN Pontianak 2015

A good strategy and precise, especially in influencing prospective students graduate high school / equivalent course by doing the promotions that can give effect to them in order to decide with confidence to choose institutions Universities IAIN Pontianak as the only institution of higher education that they must enter in order to achieve its goals.

According Tjiptono, "Promotion is one of the factors determining the success of a marketing program. However berkualitasnya a product, if consumers have never heard it and was not sure that the product will be useful to them, then they will never buy it. Success in running the organization's objectives or institutions such as universities must not be separated from an effort in doing the maximum promotion measures, so that the objectives to be achieved Universities such as recruiting new students will be able to work effectively.

The application of promotional strategy in this regard is a step that is a very effective strategy to increase student interest to pursue higher education in IAIN Pontianak. And it is this which attract researchers to conduct extracting information and conduct further research on the application of the promotional strategy IAIN Pontianak.

B. General context of Object Research

College is a supreme institution in terms of formal learning wherever place or existence. And this time there has been a lot of colleges and including the State Islamic Institute (IAIN) Pontianak. According to the Higher Education Data Base (PDDIKTI), the number of universities in Indonesia at this time is not less than 4266 institutions.

A large number of universities clearly have implications for competition among higher education institutions. And competition that often occur, especially during the recruitment of new students. The recruitment of new students has always been the arena of competition, especially in improving the quantity and quality of new students themselves. It means that the more the number of students enrolled at the college, the more the quantity or the number of students who could be recruited and more flexibility in finding the seeds of qualified students by implementing a rigorous selection system.

Aware of the severity of competition due to the number of Higher Education institutions already quite a lot, of course, a Higher Education institution including Pontianak IAIN should undertake an effort to win this competition. And one of the most appropriate effort is done to it is to make promotional efforts to high school

students / MA mainly browsing twelfth grade students who incidentally is preparing to continue his formal education to universities.

B. Literature review

Definition Strategies

Each organization or company has the objective of which is to survive and achieve progress, therefore the strategy needed to achieve it.

"The strategy is a careful plan of the activities to achieve specific objectives." "Strategy is a tool to achieve its goals in relation to the long-term goals, follow-up programs, and resource allocation priorities."

According to Triton, every organization needs a strategy when facing the following situations:

1. The resources owned limited
2. There is uncertainty about the strength of competing organizations
3. Commitment to the resource can not be changed anymore
4. Decisions must be coordinated between the parts all the time.
5. There is uncertainty regarding the control initiative. According Rangkuti, strategies can be grouped according to three types of strategies, namely management strategies, investment strategies, and business strategy.

1. Management Strategy

Management strategies include strategies that can be done by the management with the orientation of macro strategy development. For example, the strategy of product development, pricing strategy, acquisition strategy, market development strategy, the strategy of finance, and so on.

2. Investment Strategy

This strategy is an investment-oriented activities. For example, if the company wants to carry out an aggressive growth strategy or trying to hold market penetration, a survival strategy, the strategy of rebuilding a new division or divestment strategy, and so on.

3. Business Strategy

This business strategy is often called a functional business strategy because this strategy oriented to the functions of management activities, such as marketing strategy, production or operational strategy, distribution strategy, organizational strategy, and strategies related to finance.

Definition Promotion

Promotion is a term in the world of marketing is a very strategic thing to do, especially in the marketing efforts of both goods and services. In fact, according to Alma, promotion is one of the factors determining the success of a marketing program. However berkualitasnya a product, if consumers have never heard it and was not sure that the product will be useful to them, then they will never buy it.

Given the importance of business promotion, then what is the true nature of the campaign itself ?. According Assauri, promotion is an attempt to influence the company seduce (persuasive communication) prospective buyers, through the use of all elements of the marketing reference. Moreover, according to Swastha, promotion of the flow of information or persuasion in one direction, and is only done by one organization or individual. And according to Payne, the promotion is a tool you can use the service organization to communicate with the target market.

While Amir prefer to call the promotional efforts as an attempt communication. So now, people prefer to call it "marketing communications" because the real efforts such as advertising or sales promotion is an attempt to convey certain messages to various parties, including for consumers. In essence, according to, the promotion is a form of marketing communications. What is meant by marketing communication is a marketing activity that tries to spread information, influence / persuade, and / or remind the target market for the company and its products to be willing to accept, purchase, and loyal to the products offered by the company concerned. The core of the promotional activities are a form of marketing communications activities that seek to disseminate information, influence, warned that the target market is willing to accept, purchase, and loyal to the products offered by the company concerned. The main purpose of the campaign is to inform, influence and persuade, and remind target customers about the company and its marketing mix. In detail three objectives the promotion can be described as follows.

1. Informing, can be: to inform the market about the existence of a new product, introduced a new way of use of a product, delivered to the market price changes, explain the workings of a product, inform the services

- provided by the company, straighten the mistaken impression, reduce fears or concerns the buyer, and establish a corporate image.
2. Persuading to: establish brand choice, diverting option to a particular brand, changing customer perception of product attributes, encourage shoppers to spend that time as well, and encourage shoppers to receive visits salesmen.
 3. Reminding, may consist of: remind buyers that the product concerned is needed in the near future, to remind the buyer will be places that sell the company's products, make buyers still remember though no advertising campaign, and to keep the memory of the first purchaser falls on the company's products ,

According Tjiptono, briefly promotion related to the effort to direct a person to get to know the company's products, and understand it, change attitudes, like, sure, then finally bought and always remember the product.

Having in mind that the promotion is very important, of course, would be more meaningful if it is covered with the right strategies in making its application so the quality will be better promotion and directed so that the implementation of promotional programs can work well as targeted pre-planned.

Then how the promotion strategy really is? According Tjiptono, promotional strategies with regard to matters of planning, execution, and control of persuasive communication with customers. This promotional strategy is usually to determine the proportion of personal selling, advertising, and sales promotion.

Promotion strategy mentioned above, is a form of promotion strategy efforts in the field of marketing products or services that are often carried out by businessmen, whether businessmen who sell products or businesses that sell services.

Then how appropriate promotional strategies to be applied to higher education, especially in the efforts of recruitment of new students that is needed for any institution of higher learning for sustainability of the college education?

If it is associated with the campaign carried colleges, according to Alma, the services of PT (Universities), promotion to do is advertising (such as TV commercials, radio spots, and billboards), sales promotion (such as exhibitions and invitational), make contact directly with prospective students, and conduct public relations activities. Promotion strategies in college above clearly gives an insight to the importance of doing strategic efforts in the recruitment of new students.

Promotion plan

A company planning a promotion should also pay attention to the following aspects, according to Cummins (2010: 48) there are six things in the promotion plan, namely:

- The purpose of the promotion-matter what you want solved or opportunities which one to be used. Promotion targets that must be achieved to address the problem or take advantage of opportunities in the above.
- To whom this campaign is directed.
- The budget available.
- Factors that need to be considered, such as: basic information about the product or service, market facing, competitors, period, and the resources available; and style as well as the desired characteristics.
- How to evaluate this promotion.

According to Cummins, There are four ways that can be used in setting the company's promotional budget, namely:

- a. Of spending last year, added to cover inflation and the expected market developments.
- b. A certain percentage of turnover, based on experience gained over the years and eventually became a benchmark for companies in the same industry.
- c. Equal to, or within a certain proportion of the expenditure major competitors.
- d. The amount needed to achieve the marketing goals that have been determined.

C. Promotion Mix

According Tjiptono (1997: 222-223), although in general forms of promotion has the same function, but the forms can be distinguished based on particular tasks. Some specialized task that is often called the promotion mix (promotion mix, blend promotion, communication mix) are:

1. Personal Selling,

2. Mass selling, consisting of advertising and publicity,
3. Sales promotion,
4. Public relations,
5. Direct marketing.

Personal Selling

Personal selling is a direct communication between the seller and the prospective customer to introduce a product to prospective customers and establish customer understanding of the product so that they will then try and buy it.

Personal selling activity has several functions as follows:

1. Prospecting, which is looking for a buyer, and establish a relationship with them.
2. Targeting, which allocates the scarcity of time the seller for the sake of buyers.
3. Communicating, ie the member information about the company's products to customers.
4. Selling, ie approaching, presenting and demonstrating, overcoming rejection, and sells products to customers.
5. Servicing, which provide a variety of services and services to customers.
6. Information gathering, which conducts research and market intelligence.
7. Allocation, which determines the customer to be addressed.

Sellers are assigned to do personal selling-criteria must meet the following criteria:

Mass Selling

Mass selling is an approach that uses a communication medium to convey information to the general public at a time. This method is not as flexible as personal selling, but a cheaper alternative for the communication of information to target markets that are so easy and widespread. There are two main forms of mass selling, namely advertising and publicity.

Advertising

Advertising is one form of promotion of the most widely used enterprise in promoting its products. Advertising is a form of indirect communication, which is based on the information on the advantages or benefits of the product, which is structured such that cause a sense of fun that will change someone's mind to make the purchase. An ad has the following properties:

1) Public Presentation

Advertising allows everyone receives the same message about the product being advertised.

2) the pervasiveness

The same advertising message can be repeated to establish receipt of the information.

3) Amplified Expressiveness

Ads dramatize the company and its products through images and sounds to inspire and influence the feelings of the audience.

4) impersonality

Advertising is not coercive audience to pay attention and respond to it because it is a communication monologue (one-way).

Publicity

Publicity is a form of presentation and dissemination of ideas, goods and services in non-personal, which people or organizations that benefit does not pay for it. Publicity is the utilization of news values contained in a product to form the image of the product concerned. Compared to advertising, publicity has better credibility, because the justification (either directly or indirectly) performed by anyone other than the owner of the ad.

Sales Promotion

Sales promotion is a form of direct persuasion through the use of various incentives which can be set to stimulate the purchase of the product immediately and / or increase the amount of goods purchased customers. The techniques of sales promotion can be a marketing ploy that have an impact on the very short term. In fact, sometimes the only sales increases during sales promotion activities take place. Sales promotion too often can actually degrade the image quality of the goods / services, because the customer is able to interpret that the goods / services are of very low or category cheap. Nevertheless it is recognized that the sales promotion generates faster response than advertising.

Public Relations

Public relations is an overall communications efforts of a company to influence the perceptions, opinions, beliefs, and attitudes of various groups against the company. What is meant by these groups are those who are involved, have an interest, and may affect the company's ability to achieve its objectives. The groups can consist of employees and their families, shareholders, customers, audience / people who live around the organization, suppliers, intermediaries, governments, and the media.

Direct Marketing

When personal selling approach seeks a buyer, the ad seeks to inform and influence customers, sales promotion seeks to encourage the purchase and public relations to build and maintain the company's image, then compresses all direct marketing activities are in direct sales without intermediaries.

Direct marketing is an interactive marketing system, which utilizes one or more advertising media to generate a measurable response or transaction at any location. In direct marketing, promotional communications addressed directly to individual consumers, in order for the messages addressed the consumer is concerned, either by phone, mail or to come directly to marketers.

E. Methodology

This study used a qualitative approach with descriptive methods. Researchers used descriptive method because researchers want to describe the subject of the research is based on the facts as they are. For data collection techniques using interviews and documentary studies.

F. Research Object Description

In general can be described from the institution or institutions of State Islamic Institute (IAIN) Pontianak, among others:

- a. IAIN the College of Islamic Religious State domiciled in the capital of West Kalimantan Province with its main campus located in the city of Pontianak.
- b. IAIN previously shaped and named the State Islamic University Pontianak which was established on March 21, 1997 to coincide with the 12th Dzulqaidah 1417 H, based on Presidential Decree No. 11 of 1997 on the establishment of the State Islamic University. As from the date of August 6, 2013 to coincide with the 28th of Ramadan 1434 H, based on Presidential Regulation No. 53 Year 2013 on the Amendment Islamic institutes Pontianak State into the State Islamic Institute Pontianak (State Gazette Year 2013 Number 123), School of Religion State Islamic Pontianak transformed into the State Islamic Institute Pontianak.
- c. IAIN anniversary or other designations is dated August 6

The vision and mission of the State Islamic Institute (IAIN) and open Pontianak is accomplished in the study and scientific research, Islam and culture Borneo.

The mission of Institut Islamic Studies (IAIN) Pontianak, among others:

1. Holding a master of education in the field of scholarly study of Islam and the culture of Borneo;
2. Develop a scholarly study of Islam and the culture of Borneo on the basis of research;
3. Enhancing the role of devotion in an attempt to resolve social problems;
4. Establish an independent academic beings and beneficial to the nation and humanity;
5. Strengthen and expand the network of institutional cooperation in the effort to develop and preserve the findings of science, technology and / or Islamic religious art Borneo.

To determine the promotions done by the State Islamic Institute (IAIN) Pontianak, it is first necessary to know how the implementation of promotional strategies at the State Islamic Institute (IAIN) Videos related to a form of promotion on this campus, constraints experienced by the promotion team IAIN in promotion as well as in overcoming obstacles promotion.

Based on interviews and documentation during the study, researchers found that interesting things related to the implementation of promotional strategies undertaken by the State Islamic Institute Pontianak.

1. The importance of promotion for the State Islamic Institute (IAIN) Pontianak Researchers found that the State Islamic Institute Pontianak looked important promotional efforts in order to introduce the institution / agency to outsiders, especially for students who will join or be students of the State Islamic Institute Pontianak. Given the important promotional efforts, then IAIN Pontianak budgeted promotional activities for each year, then in the form of committees so that the promotion of the Institute of State Islamic Institute Pontianak done as effectively as possible for the right target.

2. Creating Your Own Website

The effectiveness of the campaign that has been conducted by IAIN Pontianak so far done in various ways, among others: creating your own website or the official website of the State Islamic Institute Pontianak, these domains are: iaintpk.ac.id through this official website anyone and anywhere public or community and prospective students who want to find information about the IAIN Pontianak can access a range of information services that have been provided in the official website. And the service's official website is in line with the development of the campus IAIN Pontianak institutions will also continue to be developed and added to future capacity so the more data and information that can be accessed for various public purposes, especially as a promotional event for new students.

3. Build the Billboard / Billboard

Promotional services that were created in order to facilitate access to information for prospective students and the community is not only limited to just website development, in addition to the website researchers also found two billboards or huge billboards that can be seen from the highway Lt. Suprpto Pontianak. The second billboard is always displaying various information activities in the campus IAIN Pontianak to the public. Such as registration information for new students, a variety of great activities such as seminars both seminars at regional, national, and international as well as various other activities undertaken by some of the Faculties and Schools in IAIN Pontianak, for example, Seminar and exhibition of the creative economy, Annual Conference, Stadium General, can be communicated to the public, especially around the city of Pontianak through the large billboard.

4. Creating Pamphlet

Large billboard that stretches in front of the campus IAIN Pontianak, it is still less effective, especially for introducing IAIN Pontianak to the general public, especially for new students who live in areas far from the location of the campus IAIN Pontianak. The issue seems to have been thought of by Tim Promotion IAIN Pontianak by making flyers or pamphlets to potential schools throughout the province of West Kalimantan. In addition, leaflets are also distributed through students or alumni who indeed could help efforts to spread the information. If the billboard campus more presents a variety of information campus activities, the pamphlet prepared by the Promotion Team IAIN Pontianak contains special about the complete information about the various departments and faculties that surrounded that exist on campus IAIN Pontianak and also informed about the procedures for prospective students to IAIN entered Pontianak.

5. Utilize Television, Newspapers and Local Radio as a Media Campaign

The use of television, newspapers and local radio in West Kalimantan Province has often done. In addition to the utilization done for the promotion of new admissions or indirect promotion is done in the form of presentation of information the various activities that take place on campus IAIN Pontianak and elsewhere held by the IAIN Pontianak. In addition, not infrequently the media are invited to fill IAIN the event or news in various media for elaborating the discourse and FAQ pertaining to various scientific IAIN in Pontianak. This activity is most often carried out in the current holy month of Ramadan or the fasting month. At that time a lot of media invited lecturers IAIN Pontianak to fill a good show in television, newspapers, and radio in West Kalimantan. At the time of filling the event in various media is then used to introduce also the existence of IAIN Pontianak.

6. Promotion through social media

There are efforts made by citizens of the campus in introducing / promoting all forms of campus activities, such as seminars, stadium general, Annual Conference and other activities through social media such as facebook.

7. Establish MOU with Various Parties

State Islamic Institute (IAIN) Pontianak realize that the existence of this campus institutions will not be able to play an active role in society without cooperating with various parties through the fabric of a memorandum of understanding (MOU). Through this MOU various IAIN would be more widely known by various parties, especially through the mutually beneficial cooperation. So the implementation of this MOU also indirectly be said of a promotional effort for IAIN Pontianak.

8. Obstacles in the Promotion

Constraints in the implementation of the promotion is a limited budget, because the budget for the campaign in the per fakultas. Further constraints faced is the Human Resources in the implementation of the promotion is also limited.

9. Efforts to Overcome Obstacles Promotions

Efforts to overcome the obstacles, especially in conducting promotional efforts IAIN Pontianak to the various parties is done by providing an understanding campus residents involved in academics, faculty, student personnel administration of the existing campus, at least we have to build a positive image IAIN Pontianak, building confidence that we are proud to be part of IAIN Pontianak. If we are not proud of how people become proud. According to the Promotion Team IAIN Pontianak, it's already a best promotion for internal campus. Obstacles faced by the implementation of the campaign lies in the character of the academic community. That is the character of the academic community IAIN Pontianak should have been more concerned about the cultural promotion in which there is a confidence that resilient so as to provide a positive image on the campus, especially the community and prospective students will be taking courses at the State Islamic Institute (IAIN) Pontianak later on in the future.

D. Description of Data Research

1. Implementation Campaign Conducted by the State Islamic Institute (IAIN) in Pontianak Recruit New Students.

In this section the researcher will discuss the implementation of the campaign carried out by the State Islamic Institute (IAIN) Pontianak in recruiting new students. Pontianak IAIN promotion team considers that the implementation of promotional activities is an important thing to do. The opinion is in line with Buchari Alma, he said promotion is a determining factor for the success of a marketing program. However *berkualitasnya* a product, if consumers have never heard it and was not sure that the product will be useful to them, then they will never buy it. In line with the above opinion, according to Assauri Sofyan, a product no matter how beneficial it would be but if it is not recognized by consumers, the product will not be known benefits and may be purchased by consumers. Therefore, companies should be trying to influence consumers, to create a demand for the product, then maintained and developed. These can be done through promotional activities, which is one of the reference / marketing mix.

Promotion has been done by IAIN Pontianak so far done in various ways, among others: creating your own website or the official website of the State Islamic Institute Pontianak, these domains are: iainptk@id.com through this official website anyone and anywhere public or community as well as new students who want to find information about the IAIN Pontianak can access a range of information services that have been provided in this official website. Moreover, in order to promote, IAIN Pontianak also made two billboards or billboards enormous as seen from Lt. Gen. Suprpto road Pontianak. The second billboard is always displaying various information activities in the campus IAIN Pontianak to the public. The next promotion team also made flyers or pamphlets to potential schools throughout the province of West Kalimantan. In addition, leaflets are also distributed through students or alumni who indeed could help efforts to spread the information. Not only that, the use of television, newspapers or the media and local radio in West Kalimantan Province also worked to promote IAIN Pontianak, whether made directly or indirectly. Efforts made by the IAIN more focused on forms of advertising. According to Adrian Payne, advertising is one of the main forms of impersonal communication used by service companies. The role of advertising in the marketing of services is to build awareness of the services, to increase the knowledge of the customer for services, to help persuade customers to buy and to differentiate services from offers other services.

A form other than advertising, IAIN Pontianak also make efforts through the fabric of a memorandum of understanding (MOU). Through this MOU various IAIN would be more widely known by various parties, especially through the mutually beneficial cooperation. So the implementation of this MOU also indirectly be said of a promotional effort for IAIN Pontianak.

2. What constraints experienced by the State Islamic Institute (IAIN) in Pontianak Recruit New Students.

In running a promotion efforts, the State Islamic Institute (IAIN) Pontianak also gain an obstacle or a problem in the effort. As these constraints, among others: the issue of the financial / funding is limited because it is divided per Faculty. In addition, human resources (HR) is still limited to just promote the name IAIN probably not a difficult thing, a lot of people who already know of the existence of IAIN in Indonesia and we already have names and are not difficult to introduce it to the public, but in West Kalimantan many people are still not fully aware of the ins and outs in the campus IAIN Pontianak itself. We many new department therefore needs to be made earnest efforts in introducing thoroughly about campus IAIN Pontianak.

3. Solutions to Overcome Obstacles In Recruiting New Student Committed by the State Islamic Institute (IAIN) Pontianak.

To overcome all the obstacles in the promotion at IAIN Pontianak necessarily have to use an effective strategy, so that all the issues surrounding it can be resolved quickly, precisely and accurately. And for that IAIN Pontianak must immediately make careful planning, conducting promotional accurate implementation and perform appropriate controls.

It was consistent with the opinion Tjiptono Fandy, according to promotional strategy with regard to matters of planning, execution, and control of persuasive communication with customers. This promotional strategy is usually to determine the proportion of personal selling, advertising, and sales promotion. Issues related to the planning. An institution in planning a campaign should also pay attention to the following aspects, according to Cummins, there are six things in the promotion plan, namely:

The purpose of the campaign - what we want to overcome the problem or opportunity which one to be used. Promotion targets that must be achieved to address the problem or take advantage of opportunities in the above.

To whom this campaign is directed.

The budget available.

Factors that need to be considered, such as: basic information about the product or service, market facing, competitors, period, and the resources available; and style as well as the desired characteristics.

How to evaluate this promotion.

Furthermore, according to Cummins, there are four ways that you can use in setting the company's promotional budget, namely:

From spending last year, added to cover inflation and the expected market developments.

A certain percentage of turnover, based on experience gained over the years and eventually became a benchmark for companies in the same industry. Same with, or in a certain proportion to the expenditure major competitors. The amount needed to achieve the marketing goals that have been determined.

From the above opinion, if aligned with the promotion at IAIN Pontianak then that needs to be done by IAIN Pontianak is doing careful planning by establishing a separate institution that handles the promotion both within the institute level and at the level of the faculty. Furthermore, these institutions perform the formulation of the purpose of the campaign - what we want to overcome the problem or opportunity which one to be used. Promotion targets that must be achieved to address the problem or take advantage of opportunities in the above. Further to whom this campaign is directed, budget implementation, the factors to consider, such as: basic information about the campus IAIN Pontianak, competitors faced campus, period, and the resources available; and style as well as the desired characteristics, and finally how to evaluate the campaign as a material consideration in planning the next.

After planning the next campaign conducted promotion implementation process itself. According Tjiptono (1997: 222-223), although in general forms of promotion has the same function, but the forms can be distinguished based on particular tasks. Some specialized task that is often called the promotion mix (promotion mix, blend promotion, communication mix) are:

- Personal Selling,
- Mass selling, consisting of advertising and publicity,
- Sales promotion,
- Public relations,
- Direct marketing.

Implementation of the campaign conducted by IAIN Pontianak has so far encompasses all the elements of the promotional mix as said above, but it felt not especially well on direct marketing, so far the implementation of direct marketing is merely an invitation to prospective students who are already escaped in the selection of search interest and the ability (PMDK) students. That is an invitation or a letter sent is not complete for all prospective students. For the future also needs to be done by sending the information directly to prospective students through letters, emails, sms, WhatsApp or BBM to prospective students to become student selected State Islamic Institute (IAIN) Pontianak. Through direct marketing effort is of course the students will get full information about campus IAIN Pontianak and they feel appreciated for the information directed to them personally.

Finally after the implementation of the promotion mix at the top, the next course should be done effectively control process. For the role of institutions that deal with the promotion of campus IAIN Pontianak both in the institute level and at the level of the faculty must hold effective control so either in the planning or execution of the promotion can be run maximally and optimally.

E. Conclusion and Recommendation

1. The promotion team IAIN Pontianak considers that the implementation of promotional activities is an important thing to do in order to embrace the new students who will get an IAIN lectures at Pontianak. Promotion has been done by IAIN Pontianak so far done in various ways, among others: creating your own website or the official website of the State Islamic Institute Pontianak, these domains are: iainptk@id.com through this official website anyone and anywhere public or community as well as new students who want to find information about the IAIN Pontianak can access a range of information services that have been provided in this official website. Additionally, IAIN Pontianak also made two billboards or billboards enormous as seen from the highway Lieutenant General Suprpto Pontianak. The second billboard is always displaying various information activities in the campus IAIN Pontianak to the public. The next promotion team also made flyers or pamphlets to potential schools throughout the province of West Kalimantan. Not only that, the use of television, newspapers or the media and local radio in West Kalimantan Province also worked to promote IAIN Pontianak, whether made directly or indirectly. In addition IAIN Pontianak also make efforts through the fabric of a memorandum of understanding (MOU). Through this MOU various IAIN would be more widely known by various parties, especially through the mutually beneficial cooperation. So the implementation of this MOU also indirectly be said of a promotional effort for IAIN Pontianak.
2. In running a promotion efforts, the State Islamic Institute (IAIN) Pontianak also gain an obstacle or a problem in the effort. As these constraints, among others: the issue of the financial / funding is limited because it is divided per Faculty. In addition, human resources (HR) is still limited.
3. In order to overcome all the obstacles in the promotion at IAIN Pontianak necessarily have to use an effective strategy, so that all the issues surrounding it can be resolved quickly, precisely and accurately. And for that IAIN Pontianak must immediately make careful planning, conducting promotional accurate implementation and perform appropriate controls.

The advice and recommendations to be researchers pointed out, related to research on the implementation of promotional strategies at the State Islamic Institute (IAIN) Pontianak, among others:

1. For the Rector of State Islamic Institute (IAIN) Pontianak to be able to harmonize the importance of promotion in recruiting new students to focus more attention and encourage efforts to the promotion of campus IAIN Pontianak by forming a special and permanent institutional level to accommodate the institute unsur-elements on each faculty in IAIN Pontianak.
2. To be able increase promotion team for both institutional capacity, facilities and funding in order to further improve the ability in the promotion to recruit new students IAIN Pontianak. As well as perform the application of direct promotion in the promotion of the campus.
3. To the professors, university administrators and students IAIN Pontianak to help drive all efforts to promote campus IAIN Pontianak.

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