

MARKETING STRATEGY OF STIE CIPUTRA MAKASSAR IN BRANDING ITSELF AS AN ENTREPRENEURSHIP-BASED PRIVATE UNIVERSITY IN MAKASSAR CITY

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ABSTRACT

The competition of entrepreneur-based private universities in Makassar City is very competitive. Some universities present entrepreneurship as additional learning on campus, but there are also those who make it a course. This is driven by fierce job competition, where companies want employees to have attractive and superior characteristics. This factor will affect the loyalty of customers. The purpose of this study was to find out what strategy STIE Ciputra used in branding itself as an Entrepreneurship-based private university in the city of Makassar. The research data was obtained by making observations and interviews with the Head of STIE Ciputra Makassar where the author concluded that there are 2 strategies used by STIE Ciputra, namely above the line and also below the line to introduce STIE Ciputra to the wider community besides that the division of roles carried out by the leader is very helpful in managing the branding strategy.



INTRODUCTION

Competition between universities, especially private universities (PTS), to attract student "market" interest in educational services is very tight (Gunarto, 2016). Reporting from Wikipedia, South Sulawesi there are 11 State Universities in South Sulawesi and there are 157 Private Universities for 2022.

Makassar City, which is the capital of South Sulawesi Province, has many universities, both private and public, and many of them have applied *entrepreneurship* as a course or as a major. One university has even made program called "Entrepreneurial Independence" and there are also universities that have invited great speakers to present business-related material. This is certainly a problem for STIE Ciputra Makassar which is still relatively new, therefore one thing that can be done by STIE Ciputra Makassar is to try to brand themselves.

Branding itself is how customers identify a good or service through names, symbols, signs, designs, or all of these things so that from there later customers can distinguish between the products that the company has with products owned by competitors (Kotler, 2009). By branding the company can build an image that will be a guarantee that the product produced is a quality product, next is in order to be able to promote, the company must also be able to

highlight its attractiveness in the form of promotion so that the product to be marketed will have a strong image and of course will attract attention from customers, next is as a differentiator, If the products issued by the company are different from its competitors, then of course customers will be easier to remember.

As we know, STIE Ciputra Makassar is the second university from one of the best private universities in Indonesia (Surabaya) and they have just opened their branch in Makassar, namely Ciputra University School of Business Makassar with *entrepreneurship-based*. And because Ciputra university is still relatively new, it makes them have to have good branding in order to attract interest from prospective students to want to join Ciputra School of Business Makassar and can also become one of the superior universities in Makassar.

In addition, STIE Ciputra Makassar must be able to prove the branding they made, one of which is by successfully making STIE Ciputra Makassar students as people who have good leadership, good personalities and *also humble*, and have *entrepreneurial* values. From there, people will get to know STIE Ciputra Makassar with personal branding as an *entrepreneurship-based* and superior campus. And also STIE Ciputra Makassar must be able to create value and trust from the community in order to build a good self-image, can be done with many academic and non-academic achievements from students, often conduct *events* involving the community such as one example that has been done where the organization of STIE Ciputra Makassar, namely *the Student Union*, distributes takjil on the streets, and also many other things.

But of course, before implementing the plan, the company must also have good strategic management, so that the process in carrying out the planning will not fail, strategic management itself is a process in making decisions and actions in the long term and requires a strategy where we must be able to formulate, implement, and then evaluate it. And after everything has been according to plan, from there we can realize what is the vision, mission, and also the goals of the organization (company) and the results of the performance of an organization will be seen.

LITERATURE REVIEW

1. Definition of Strategy Management

According to **Suhardi (2018:85)**, The process of planning, organizing, steering and controlling the company's actions and decisions to win the race, in this case is business competition. There is another definition according to **Thomas L. Wheelen**, namely strategic management is a series of decisions and actions that determine the performance of the company in the managerial long run. According to **Fred R. David**, strategic management is the art and science of formulating, implementing, and evaluating cross-functional decisions that enable organizations to achieve goals.

From these three definitions we can conclude that Strategy Management is a process of making decisions and actions in the long term and requires a strategy where we must be able to formulate, implement, and then evaluate it. And after everything has been according to plan, from there we can realize what is the vision, mission, and also the goals of the organization (company) and the results of the performance of an organization will be seen.

2. Branding Definition

The definition of a brand is a name, term, sign, symbol or design or combination of all of them, which is expected to identify goods or services from a group of sellers and is expected to distinguish these goods or services from competing products (According to Buchory; 2010).

While branding itself is the practice of someone who markets himself and his expertise as a brand or **brand** (Sukiabto). Branding can also be interpreted as a way for a person or a company to promote what is their product and how they can instill in consumers about their product. Branding also discusses the value of a product and also discusses how to make product owners know what consumers need.

3. College

Law No. 20 of 2003 article 19 paragraph 1 explains that higher education is a level of education that must be completed after secondary education which includes diploma, bachelor, master, professional, and doctoral education programs organized by higher education.

According to the Government Regulation of the Republic of Indonesia No. 30 of 1990 concerning Higher Education, higher education is a higher level of education than secondary education on the school education pathway. Higher education is the last level of education for those who have had the opportunity to receive education at the highest level through schooling. And this college is further divided into several categories, namely:

- State Universities :

These colleges are government-controlled colleges under the Ministry of National Education or other government departments, and provincial colleges are also subsidized by the government.

- Private Universities :

Universities that are processed by certain individuals or organizations that are different from state universities that are subsidized by the government, these universities are fully borne by the universities themselves.

- Official Higher Education :

Universities under the auspices of the Ministry of National Education or non-tertiary state universities affiliated with government agencies as educational institutions. In addition, you can choose whether the cost will be borne by the state or you will pay for it yourself.

4. STIE Ciputra Makassar

STIE Ciputra Makassar is the second university created by Ciputra Group with an *entrepreneurial* basis. STIE Ciputra Makassar is present because of the great desire of Mr. Ciputra to create an *entrepreneur-based* university in Sulawesi or can be called the homeland of Mr. Ciputra. And Ciputra wants to further spread its wings, one of which is by trying to reach Eastern Indonesia, so the city of Makassar was chosen because in addition to a big city, also because Makassar is the right city to reach all of Eastern Indonesia. Makassar is also an ideal city to pioneer education that has *entrepreneurial* values. At STIE Ciputra Makassar there are also several business-based majors, namely *Culinary Business*, *Digital Business*, *International Business*, and also *Communication Business*, and all majors discuss business in a way that suits their respective majors, but even so all majors still teach about other learning related to business.

5. Qualitative Definition

Qualitative methods are methods for explaining and analyzing phenomena, events, social dynamics, attitudes, beliefs, and perceptions of individuals or groups. Before applying this method, basic development usually begins first and then enriched with descriptive written or spoken words by the person or actor observed.

In addition, the research theme of the qualitative approach covers all aspects and areas of human life, namely humans and their environment, therefore analyzing this data is not as fast as analyzing data in quantitative research. Because quantitative research can be processed immediately even though it is still raw data, while qualitative must be reviewed more deeply first and requires a systematic process.

Qualitative methods aim to understand the phenomena experienced by the subject of research. Including by explaining behavior, perception, motivation, etc. as a whole, in terms of language and in certain natural contexts, using various natural methods **Lexy J Moleong (2005: 6)**.

RESEARCH METHODS

The method we use is qualitative method, according to Moleong (2017: 6) Qualitative research is a type of method where this research is based on an approach to understand or observe phenomena. And the data that the authors used in this study is primary data which is a data source that directly feeds the data collector. Data is collected directly by the researchers themselves from the original source or research location. In addition, we approached by conducting interviews and the subject of this research was the Head of ST Ciputra Makassar.

RESULTS AND DISCUSSION

• Mr Winarto Poernomo

Based on data obtained from the author's interview with the resource person, namely as the Head of ST Ciputra Makassar. We conducted an interview with him via whatsapp. The topic that the author discussed with him was about Ciputra's strategy in building personal branding.

Mr. Winarto Poernomo said "Personal branding is a term used to refer to individuals or individuals, while when discussing institutions and corporations it uses the term corporate branding or can be abbreviated as branding only. Branding itself can be called the process of a company in instilling value in the market so that its existence can be known in public. This is very important because the way companies "introduce themselves" is what can build the impression and trust of consumers to the company."

According to Mr. Winarto Poernomo "There are 2 methods that can be used to do "self-introduction" as well as a strategy that can "introduce" to the community, namely through the above the line or below the line categories." Let's talk about above the line and below the line" briefly:

1. Above the line: a marketing activity where the intended target market is not specific or arguably has a wide reach. How to market products through this method also uses mass media, such as the internet, Korean, radio, and so on to promote their products. Designed to reach a mass audience. *Above the line* advertising is designed to reach mass numbers, directly reaching tens of millions of consumers globally. On the downside, statistically, a significant percentage of that audience may not reflect the company's target consumers.

2. *Below the line*: a marketing activity that has a specific target and only has a reach for a certain community. The marketing method that is done is by holding discounts (gifts), events, etc. This is done so that consumers feel sympathy from us. The main types of *below the line* advertising systems include direct mail campaigns, social media marketing, trade shows, catalogs, and targeted search engine marketing. Below the line advertising methods tend to be cheaper and more focused than above-line strategies.

In contrast, *below the line* ads reach fewer people but are more selective about consumers. In most cases, initially conduct extensive market research, in an attempt to identify niche target buyers who are more likely to buy the product. Once the target demographic is identified, reach out to consumers in a more personalized and direct way.

Above the line provides a wide net versus below the line, which uses the proverbial fishing rod via direct mail, face-to-face contact at trade shows, or paid search engine results that appear when consumers enter a particular question.

Mr. Winarto Poernomo also said "The author can find out that Ciputra University Makassar uses both methods to "introduce" Ciputra School of Business Makassar to the wider community, one of which can be seen is such as holding events, promoting through social networks, giving gifts, and much more."

The author also asks about if there is a strategy that is carried out but ultimately does not work or does not work as expected, and he replied that if that happens it will usually be evaluated, and also because branding is a process so it can rarely be said to fail unless the thing that happened is very fatal.

In addition, we had asked about Ciputra's strategy in introducing Ciputra for the next 5-10 years, according to Mr. Winarto Poernomo "It is not possible because it will cost a lot and is also not feasible if forced in such a short time."

And the last question that the author asks is his role in managing the strategy to build this branding and Mr. Winarto Poernomo said "There is a division of duties for Deputy Head 1 and Deputy Head 2", which can be concluded that Deputy Head 1 is more responsible in the academic field while Deputy Head 2 is responsible for managing operational activities assisted by the marketing division and also the operational division.

- **Ms Cicilia Dewi**

Ciputra University's way of building personal branding, their overall strategy involves in offline and online branding. Ms Cicilia Dewi said "for example, the offline method, such as visits, through banner advertisements, and online through ads and updating the UC Makassar's website to provide information about the UCM campus."

"Actually, for our UCM personal brand, it is already under the name of the Ciputra Group campus, it has already formed its own personal branding, with a Ciputra brand that big it has actually already been built on its own, we are just strengthening it with the previous strategy." said Ms Cicilia Dewi how Ciputra University Makassar is able to keep up with the personal branding. For another way of strategically keep up with brand awareness Ms Cicilia Dewi said "For the entrepreneurship program, before there were students in campus, we introduced alum from Ciputra Surabaya so that it can be a promotional medium, but now there are quite a lot of students, therefore there are lots of promotional materials such as bazaars and exhibitions." The material provided to schools is also related to entrepreneurship, both to teachers and students.

If the strategy used doesn't work, Ms Cicilia Dewi said "if one doesn't work, we look for another way with the same media, for example billboards are expensive and don't attract enough attention, then we switch to online billboards, for example social media advertisements, create FYP content or for example ask fellow students to make content."

In the next 5 years, strategies that can be implemented in the long term, the campus may become bigger, what is being strengthened is digital marketing, and will be enlarged in the next year or two. In the next 5 years, the digital marketing foundation should have become wider in reach and more advanced so that it does not need to go far and wide to visit, but only through online media such as articles that make high school students and their parents know about Ciputra University. UCM will show more activities at UCM, success stories by students, bringing UCM students to their old schools to tell stories to high school students, Ms Cicilia Dewi said "basically there will be more ways to become better because there are more students coming in." Ms Cicilia Dewi as head of department, all promotional activities carried out are based on team decisions.

- **Sir Muhammad Mario Arandi**

The way Ciputra Makassar University builds personal branding is by having an identity known as an "entrepreneur campus" that is widely known by other people, a campus that operates in business and entrepreneurship activities, and also often uses the path of success, entrepreneurship, graduating to become an entrepreneur.

Sir Muhammad Mario Arandi said "They prefer more of a direct approach to teachers, principals and students. By inviting high schools to work together so that schools can also carry out activities on campus." For the branding of "Corporate Setting", in the outreach held by the campus, Ciputra Makassar University does not emphasize that it is specifically for corporate settings, entrepreneurs or family businesses, but all three combined. Sir Muhammad Mario Arandi said "Our campus accommodates the needs of all our students, the one thing that you don't see many in other campuses in Makassar"

Sir Muhammad Mario Arandi said "If the approach doesn't work, what can be done is that every approach is sure to be successful because every strategy that carries out, must involve trials and errors so that if an error occurs, we will definitely evaluate and correct it and give suggestions for the future." From an unsuccessful strategy it can be modified to become successful. "The strategy can be right, but maybe the timing is wrong, we could just be doing stuff that is out of season" Sir Muhammad Mario Arandi said.

We also asked about how Ciputra University Makassar is able to keep up with the other campuses, by being known across Indonesia. Sir Muhammad Mario Arandi Said "Ciputra University Makassar is the second UC campus in Indonesia. The name Ciputra itself is well known throughout Indonesia, therefore the strategy that can be used to maintain it is by simply maintaining the strategy that has been implemented so far and maintaining quality". "Automatically, Ciputra's good name is already quite well known in Indonesia, so we only need to maintain brand awareness and promote it with advertising" Sir Muhammad Mario Arandi said.

Strategy for building Ciputra Makassar University personal branding. Sir Muhammad Mario Arandi said "As a marketing team, I really have to create interesting events like open houses for personal branding." That is to keep the brand awareness maintained so it can be spread to other people.

The long-term strategy that can be implemented is how Ciputra University Makassar can maintain the quality of relationships with schools. Maybe in the next 5 years marketing science will become even more massive because of AI. "But I believe the best thing is good personal relationships with schools." Sir Muhammad Mario Arandi said.

Conclusion

Based on research that uses subjective techniques and information collection procedures through interviews, observations related to the Marketing Strategy of STIE Ciputra Makassar in branding itself as an Entrepreneurship-based Private University in Makassar City. The conclusion that the author gets is that there are 2 methods that can be used by a company in "introducing" their products, there is *above the line* where this method covers all circles and also how to market it using mass media. There is also another method, namely *below the line* which covers only certain circles and how to market it can also be by providing discounts, conducting events, and so on. And from there we learned that STIE Ciputra uses both methods in "introducing" themselves. The author also asked about what will be done in the next 5-10 years, but Mr. Winarto said that it will cost a lot and will not be optimal if forced because of the short time. Furthermore, the role carried out by Mr. Winarto as the leader is to distribute tasks, where there are 2 deputy heads from Ciputra School of Business Makassar, and deputy head 1 is in charge of being responsible for academic fields while deputy head 2 is in charge of being responsible for operations assisted by the marketing division and operational division.

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