Role of Pragmatic Strategies on University Campaign

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Abstract
This paper aims to provide information that pragmatic strategies is needed to offer university campaign. It is related to applied linguistics that make brand of universities known by many people. There are theory namely Ethos, Pathos and Logos that need to implement advertiser to make attention and awareness of the target audience. The results of this research can also help stakeholders determine the promotion and branding strategy of the institution such as higher education. A great university may not be known to many people, or it may only be known by certain people. Small universities could be even worse. This research is a marketing trial using google ads to increase the number of new student registrants at a State Islamic University (UIN Raden Mas Said Surakarta). Promotion technique is adopted the Aristotle's rhetoric namely trend consideration (Ethos), fundamental consideration (Pathos) and technical consideration (logos). All of these techniques use a pragmatic strategy approach where the advertiser does not invite the target audience directly, but the university and the target audience are brought together based on core of supply and demand. If compared to the previous year, there will be a 41% increase in registrants in 2021. This strategy has a significant impact and is very influential. A metadata analysis was chosen because this research studied deeply three sources of statistical data including keywords trends, enrolment statistics and a campaign statistic.

Keywords: pragmatic strategies, branding, advertising, promotion, campaign, university

1. INTRODUCTION

Advertising is a communication action that aims to introduce products to the target audience through the media (Svetlana, 2014). While branding is an activity to identify the owner and brand's product without presenting the physical product (Cluley, 2017). Cluley also states that advertising is an activity to provide reasons or language organization why someone needs to own the product. Another theorist says that language is a role that explores discourse between the target audience and as a presentation of a product or service (Goddard, 1998). Therefore, advertising is the language of advertisers used for persuasive ways to attract the attention of others so that the target audience takes an action.

In the modern era, a university is famous or known to many people because of the superior facilities and quality of the institution. The quality of graduates, the quality of lecturers and modern facilities can attract many people. If observed more deeply, social networks play a very important role in spreading it (Grencíková et al., 2018). However, only certain universities are able to package them with interesting and easy-to-distribute media such as videos (West, 2011). But actually, any social network such as social media, websites and display advertisements can introduce universities to the target audience (Jan & Ammari, 2016).

Many platforms offer a variety of branding and advertising strategies such as Instagram, Facebook, Twitter and so many others. This free platform is used by more than 3,000 billion users and is increasing every year (Maresova et al., 2020). The strategy commonly used by advertisers is speech act and persuasive language (Septianasari et al., 2021). However, there are weaknesses in using this platform, one of which is the absence of special settings for when, where and to whom the ad is shown. This method also does not display statistical performance that reports how many ads were watched in a certain time range.

One of the advertising platforms that offers well-known statistical performance and professional control features is Google Adwords (Za & Tricahyadinata, 2017). Google Adwords offers various conveniences for placing ads and monitoring ads based on age, interest, target area and many others. Google ads is one of the Google social media company platforms that provides advertising services through search engines. This platform uses a pay per click (PPC) system for each ad that will be displayed to potential visitors (Kapoor et al., 2016).

Based on page https://support.google.com/google-ads/answer/1722100?hl=en, a pay per click system can help increase the interaction between visitors and the brand on offer (Bhandari, 2017). The relationship can be built positively by the presence of product-relevant information. In addition, this method is able to motivate people to engage with the products offered.

In addition, Google also provides area coverage based on keyword options written by visitors. The keywords and match types set by the advertiser determine the success of the ad (Yang et al., 2019). For example, if there are visitors who write search keywords according to or almost the same as keyword options, then the ads that have been prepared will appear automatically on the search page. Ads will appear in Google search results, search results on YouTube or even appear on the public web (Saputri, 2018). Google also makes it easy to manage advertising costs by displaying analytical tools that show ad performance.

Pragmatic strategies need to be used, so that visitors get the right information according to their needs. Politeness principles are one of the strategies used to impress the target audience (Chen, 2011). In this case the researcher offers information about the university, with the aim of meeting the needs of the target audience with university services. Visitors will potentially be active on the ads offered. More specifically, visitors have the potential to click on the ad and confirm the ad content and then take further action. In this university marketing, a visitor is expected to take action to register new students. In addition, pragmatic strategies with

Google Ads help advertisers to offer products effectively and efficiently (Jin et al., 2013). The use of appropriate keywords based on statistical considerations can save costs significantly. In addition, the target audience will be determined based on certain segments.

2. LITERATURE REVIEW
2.1. Pragmatic Strategies on Advertising Product

Advertising is a service provider process to offer goods or services. Offering goods and services is called advertising (Haryani, 2009). There are many ways to offer ads, whether in the form of audio, video or text. This depends on which method will be chosen and which market segment will be reached. Whatever is chosen, all cannot be separated from the language used in delivering advertisements (advertiser) and in obtaining advertising information (hearer/reader). Austin argues that every utterance carries a meaning and purpose. Leech presented it with an illocution and a perlocution (Bilá & Kačmárová, 2014). Certain utterances by someone will have implications for the interlocutor. This depends on a variety of influencing factors. Speaking of language is certainly closely related to very complex human behavior (Searle, 1979). Success in the performance of this speech act depends on the socio-cultural and socio-linguistic knowledge of the advertiser and the recipient of the advertisement (hearer/reader) (Abolfathiasl & Abdullah, 2013). Knowledge of ad providers and recipients of this ad is the main manifest in determining what keywords are relevant to the target audience.

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2.2. Selecting Keywords Based on Market Interest

There are strategies used to build customer emotions towards the advertised product (Al-Hindawi & Al-Tamimi, 2012). The first is a strategy on how to produce a reasonable emotional bond in prospective customers (pathos); the second is the strategy of how the product can be trusted (ethos); and the third is the strategy of how to provide facts to products and prospective customers (logos) (Aristotle, 2006). Pathos can be defined as the nature of the customer towards advertising products. This behavior can be seen by looking at how much a product is discussed in a certain time. Ethos can be interpreted as the nature of the advertising product offered.

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Products that have superior value are able to attract the attention of potential customers/audiences. While Logos is evidence that shows that the products offered have a close relationship with potential audiences/customers. It is relevant to how to attract people's attention to something. The followings are strategies philosophically adopted from Aristotle's rhetoric in political persuasion (Wróbel, 2015), such as trend consideration (pathos), fundamental consideration (ethos) and technical consideration (logos) to build a relationship between the product and the target audience.

1. Trend Consideration

The trend of talking about certain products is very natural in cyberspace. This happens because of market demand. This market trend greatly affects how much a product is sought after by customers. A product can be called an item that is in demand in the market triggered by the number of people who use the product. However, long before this, the large number of requests could also cause these goods to be sold in the market. It depends on the mood or climate at any given moment (Gorchels, 1995). Personal involvement plays an important role in the success of advertising product offerings. Recent research reports that audience engagement contributes the most (Romanova & Smirnova, 2019). Within a product segment, there are usually certain product trends that are experiencing increasing attention at a certain time. During the national registration of new students in Indonesia, the education segment became the center of attention of many people. People flocked to find information about the campus of choice. This can be seen from the trends that appear on the web https://trends.google.com/trends/. Google trends can provide statistical information on a product based on the topics and queries searched by visitors. This shows that products that are often spoken in the Google search engine are experiencing an increase in interaction both physically and linguistically.

2. Fundamental Consideration

The advantages of a product can also trigger demand in the market. Service to customers is important to pay attention to in the sale of services such as in educational institutions. It is stated that the superiority of service provision greatly affects customer perceptions of service providers (Gorchels, 1995). It could be that the quality of service, the proximity of access, even something that is not owned by other service providers have the potential to attract the target audience. The ethos of the product is an act of self-representation and sharing knowledge of the product (Romanova & Smirnova, 2019). This relates to information on the nature of the product sought by the target audience. Knowledge of this product is very important, because the target audience will determine which product to choose from the available products.

3. Technical consideration

This tactic is a competitive way that is built to define that the product is at the right time and at the right place. Which in a competitive market, the product is present as a choice from the same market segment. This strategy also provides an illustration that the product is present in accordance with the facts when and where the target audience needs it (Gorchels, 1995). This is called the contextual

interaction between the target audience and the product, in which the meaning is constructed based on the linguistic context and the physical context (Rabab'ah & Abuseileek, 2012). Furthermore, this is the advertiser's technique of convincing the target audience by presenting rational arguments (Romanova & Smirnova, 2019).

3. METHOD

In this study, the data processed were report data obtained from campus marketing trials at a State Islamic University, UIN Raden Mas Said Surakarta. Marketing is carried out using the Google Ads platform for 24 days, starting on June 8, 2021 until July 1, 2021. This period is the registration period for the independent track or the last track of registration on the campus. For information, there are three ways for new student admissions at UIN Raden Mas Said Surakarta. The first track is the PTKIN SPAN track or the National Academic Achievement selection for State Islamic Universities. The second track is the UM PTKIN track or the Entrance Examination for State Islamic University. The third track is the last track with the name *Jalur Mandiri*. This last track is very important because it determines whether the available student quota can be met or not. The more registrants, the more chance the new student quota will be fulfilled. The researcher uses selected keywords that refer to the trend of visitors at https://trends.google.com/trends/ who visit the web, https://uinsaid.ac.id/id. These keywords were selected using pragmatic strategies. This strategy aims to find new target audience to visit the web and enroll as student. Technically, pragmatic strategies are in the form of keywords that are created to trigger or feed potential visitors to want to visit the target web without having to mention the name of the institution. In addition to referring to trends at the time, these keywords refer to the quality offered by the institution and the context of new student enrollment. The effectiveness of this strategy can be measured by comparing the results of new student admissions in 2021 with the results of new student admissions in 2020 based on statistics data from http://siakad.iain-surakarta.ac.id/pmb.php/login/statistik. This research uses metadata analysis where Google trend data and digital files on the official web become the research database (Gogtay & Thatte, 2017). There are statistical data involved in a systematical review of research.

Before distributing the ads, campaign features must be set up to determine potential visitors to be searched for based on their demographics. This step is necessary so that prospective registrants really get what information they are looking for. To determine the initial strategy requires a logical market psychology. Campaign setting is carried out with the following considerations:

1. Target location setting

   Target locations are used to determine which areas of the posted ads will be distributed. Researchers chose the areas of Central Java and Yogyakarta as the target locations for the distribution of advertisements. This is so that people closest to the campus can easily access the campus.

2. Language setting

   Language setting is the language selection that will be used by Google platform users. Researchers use both English and Indonesian because Indonesian is the national language, while English is the language commonly used in almost all communication devices such as laptops and smartphones.

3. Audience segments setting

   Setting the audience segment is very important because the ads will be directed by Google Adwords to certain audiences. Google adwords will adjust according to age and audience interest.

4. Budget setting

   Budget settings are needed to adjust the expenses that must be paid every day. Researchers set the daily expenses of Rp. 30.000,- for both advertising models.

4. FINDINGS

4.1 Finding Related keywords

Reviewing product-relevant keywords plays an important role in ad success. The keywords offered can represent the products offered and what the audience is looking for. The choice of keywords appears based on trends https://trends.google.com/trends/ and certain considerations by advertisers.

1. Trend consideration of the object

Selection through Google Trends is actually an optional step, but Google Trends is able to display keywords that are trending on certain brands or products. Researchers used two brands, namely IAIN Surakarta and UIN Raden Mas Said Surakarta. Actually these two brands represent one product. UIN Raden Mas Said Surakarta is the new name of IAIN Surakarta which is assumed not to be widely known. From a search for the last 12 months https://trends.google.com/trends/, it shows the following results:

Table 1. Trend by Search Term "IAIN Surakarta"

Category	IAIN Surakarta	
	Variable	**Value**
Interest by subregion	Central Java	100%
	Yogyakarta	13%

	East Java	10%
	Jakarta	2%
	Banten	2%
	West Java	2%
Related topic	Universitas Islam Negeri	Breakout
	Universitas Negeri	Breakout
	Universitas Swasta	Breakout
	Katalog online publik	Breakout
	Universitas Diponegoro	Breakout
	Mangkunegara I	Breakout
	Seleksi Bersama Masuk Perguruan Tinggi Negeri	Breakout
	e-learning	+450%
	Thesis S1	+250%
	Dosen	+140%
	UIN Sunan Kalijaga	+60%
	Beasiswa	+60%
Related queries	Pendaftaran IAIN Surakarta 2021	Breakout
	UKT IAIN Surakarta 2021	Breakout
	Alamat IAIN Surakarta	Breakout
	Elearning iain surakrta	+1.200%
	elearning	+950%
	E learning iain surakarta	+800%
	Learning iain surakarta	+550%
	Logo iain surakarta	+140%
	E-learning iain surakarta	+110%
	Febi iain surakarta	+60%
	Siakad iain surakarta	+60%

Table 2. Trend by Search Term "UIN Raden Mas Said Surakarta"

Category	UIN Raden Mas Said Surakarta	
	Variable	**Value**
Interest by subregion	Central Java	100%
	Yogyakarta	14%
	East Java	9%

	Jambi	4%
	Central Kalimantan	3%
	East Nusa Tenggara	2%
	West Java	2%
	West Nusa Tenggara	2%
	Bengkulu	2%
Related topic	Postgraduate education	breakout
	Campus II IAIN Ponorogo	breakout
	Jenderal Soedirman University	breakout
	Perpustakaan IAIN Surakarta	breakout
	E-learning	+300%
	lecturer	+160%
	Psychology	+160%
	Universitas Islam Negeri	+100%
Related queries	p2b iain surakarta	breakout
	sikulon iain surakarta	breakout
	fakultas Syariah iain surakarta	breakout
	siakad.iain surakarta	breakout
	learning iain surakarta	+350%
	elearning iain surakarta	+300%
	e-learning iain surakarta	+170%
	e learning iain surakarta	+150%
	febi iain surakarta	+70%

2. *Fundamental Consideration*

This consideration is made based on the character possessed by the ad object. UIN Raden Mas Said has many advantages that are usually sought after by prospective registrants, including the following:
a. Having 11 Best Accredited Study Programs
b. Having Islamic environment
c. Having affordable tuition

3. *Technical Consideration*

Technical considerations are made based on basic knowledge of previous registrations, budgets and target advertising reach. Based on previous registration data, it is reported that most of the students of UIN Raden Mas Said Surakarta are from Central Java and its surroundings. Therefore, the researchers set the advertisements to only be distributed in that area. In addition, to divert prospective

registrants at similar, closest Islamic universities and having almost the same study program, researchers use the following keywords:

a. UIN Walisongo
b. UIN Sunan Kalijaga

These universities are big and excellent university in Java based on PDDIKTI, the government official data. UIN Walisongo is a large Islamic university in Central Java with more than 15,000 students. UIN Sunan Kalijaga is a similar university in Yogyakarta which has more than 20,000 students. Based on this data, UIN Raden Mas Said's advertisement really needs to be offered to the target audience of the two big universities. Researchers also make search keywords based on the objectives sought by the audience during student registration in Indonesia as follows:

c. Pendaftaran UIN
d. Kampus yang membuka jalur terakhir

Researchers use a budget of Rp. 1,000,000, - to serve ads for 24 days. Therefore, the researcher is of the opinion to distribute advertisements in Central Java and surrounding areas due to budget constraints.

Keywords Determination

From the results of the report presented by Google Trends, the researchers made a selection of the keywords that will be displayed on google ads. The table below shows the reasons that not all of these keywords are used. Researchers choose keywords based on who is discussing them and what they are discussing.

Table 3. Keyword Determination based on Trends

Consideration	Keyword Options	Keyword Determination	Reason
Trends	Universitas Islam Negeri	universitas islam negeri	It is being breakout and relevant.
	Universitas Negeri	-	It is too general.
	Universitas Swasta	-	It is not relevant.
	Katalog online publik	-	It is not relevant.
	Universitas Diponegoro	-	It is not relevant.
	Mangkunegara I	-	It is not relevant.
	Seleksi Bersama Masuk Perguruan Tinggi Negeri	-	It is not relevant.

e-learning	-	It is discussed by the students themselves.
Thesis S1	-	It is discussed by the students themselves.
Dosen	-	It is not relevant.
UIN Sunan Kalijaga	uin sunan kalijaga	This is to bid people who want to enroll in a similar and nearby campus.
Beasiswa	-	It is discussed by the students themselves.
Pendaftaran IAIN Surakarta 2021	-	It is discussed by the people who already know the campus.
UKT IAIN Surakarta 2021	-	It is discussed by the people who already know the campus.
Alamat IAIN Surakarta	-	It is discussed by the people who already know the campus.
Elearning iain surakarta	-	It is discussed by the students themselves.
elearning	-	It is discussed by the students themselves.
Elearning iain surakarta	-	It is discussed by the students themselves.
Learning iain surakarta	-	It is discussed by the students themselves.
Logo iain surakarta	-	It is discussed by the students themselves.
E-learning iain surakarta	-	It is discussed by the students themselves.
Febi iain surakarta	-	It is discussed by the students themselves.
Siakad iain surakarta	-	It is discussed by the students themselves.

The table above shows that the keyword options displayed by Google Trends are not all used. Researchers select keywords based on who uses them and what the scope of these keywords is. There are keywords that are displayed and the most discussed or searched by students of IAIN Surakarta (now UIN Raden Mas Said Surakarta). They are looking for academic services they need at that time, such as academic information systems and e-learning. There are also keywords sought by people who already know and intend to participate in the destination campus. Therefore, these keywords should be avoided, because those who are discussing are not the target audience. Besides, researchers need to eliminate words that are too general and irrelevant. These words will attract many visitors but do not make them participate. The promoted university is a state Islamic university, so it must be closely related to the nature of the university.

Table 4. Keyword Determination based on Fundamental Consideration

Fundamental Consideration	Keyword Options	Keyword Determination	Reason
	Having 11 Best Accredited Study Programs	*prodi unggul*	These are to bring together people who are looking for high education quality
	Having Islamic environment	*kampus islami*	
	Having affordable tuition	*biaya terjangkau*	

The table above is the fundamental nature of the university. UIN Raden Mas Said Surakarta is a state Islamic university that has 11 superior study programs and is accredited with national standards. This study program is expected to be sought by the target audience. This state university certainly has an Islamic nuance that is different from other state universities. As we know that the majority of Indonesian people are Muslim. This state university also has low tuition fees.

Table 5. Keyword Determination based on Technical Consideration

Technical consideration	Keyword Options	Keyword Determination	Reason
	Pendaftaran UIN	*pendaftaran uin*	This is to bid people based on their purpose
	Kampus yang membuka jalur	*ptn yang masih buka jalur mandiri*	This is to bid people who want to enroll in a

terakhir			similar campus by category of registration time.
UIN Walisongo	*uin walisongo*		This is to bid people who want to enroll in a similar and nearby campus.
UIN Salatiga	*uin salatiga*		This is to bid people who want to enroll in a similar and nearby campus.

Based on the table above, it is stated that during the national registration period, UIN Raden Mas Said Surakarta also organizes new student registration. Therefore, the researcher wrote down the key "*Pendaftaran UIN*" and "*PTN yang masih membuka jalur mandiri*". In addition, to provide options to a wider target audience, the researcher uses the keywords of neighboring universities to review the target universities.

4.2 Performance

After setting up the google ads feature, and activating ads for 24 days, the data on the effectiveness of using keywords can be reported as follows.

Table 6. Keyword Ads Performance

Keyword	Match type	Clicks	Impr.	CTR	Currency code	Avg. CPC	Cost
Pendaftaran Uin	Broad match	877	4068	21,56%	IDR	207,43	181916
Universitas Islam Negeri	Broad match	85	973	8,74%	IDR	333,36	28336
Prodi Unggul	Broad match	43	701	6,13%	IDR	672,28	28908
Iain Salatiga	Broad match	25	166	15,06%	IDR	232,2	5805
Uin Walisongo	Broad match	21	378	5,56%	IDR	471,1	9893
Uin Sunan Kalijaga	Broad match	14	278	5,04%	IDR	370,14	5182
Ptn Yang Masih Buka Jalur Mandiri	Broad match	7	138	5,07%	IDR	686	4802

Kampus Islami	Broad match	0	0	0	IDR		0	0
Biaya Terjangkau	Broad match	0	0	0	IDR		0	0
		1072	6702	16,00%	IDR		247,05	264842

The table above shows that Google Adwords is able to display 6702 impressions within 24 days. Impressions are ads that appear on the target audience's search list. From these impressions, 16% or 1072 have clicked and went to the https://uinsaid.ac.id/ website. The keyword "*uin registration*" is the most likely to generate ad impressions, so that it has the potential to be clicked by many target audiences. While there are two keywords that do not display ad impressions. Reviewing the nine keywords, it seems that it displays different cost per click (CPC). The keywords that get the most clicks turn out to have a low cost per click. Key words *ptn yang masih buka jalur mandiri* or *"state universities that are still open independent track"* has the highest cost per click, Rp. 686,-.

Except to the keyword ads used, the researchers also realized video ads. Researchers used a short 50 second video. A local Javanese comedian plays the role of looking for the best Islamic university and affordable tuition. This video was prepared before the final registration begins. The youtube video ad can be seen on https://www.youtube.com/watch?v=2o3NRhxBd1k which contains an invitation to have a campus at UIN Raden Mas Said Surakarta.

Table 7. Video Ads Performance

Kewords	Match type	Clicks	Impr.	CTR	Currency code	Avg. CPV	Cost
-	Broad match	4.280	13.900	31%	IDR	73.43	314.000

In the video description, the researcher writes narratively about the target university according to trends, fundamentals and technical considerations. From 13,900 impressions, 31% or 4,280 clicked on the ad. This video advertisement is paid Rp. 73.43 cost per view (CPV). For 24 days, the cost incurred for the video ad is Rp.314,000,- .From the installation of the two advertisements, it cost Rp. 578,842.00.

5. DISCUSSION

From the results of advertising using two different models, it shows that many impressions appear based on keyword searches conducted by the target audience. It is evident that the considerations that adopt the rhetorical theory (Aristotle, 2006) in producing advertisements including the trend of consideration (*pathos*), fundamental

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consideration (*ethos*) and technical consideration (*logos*) greatly affect the Google algorithm in displaying ad impressions. Technical consideration is at the top of the rankings among other considerations. This proves that advertisers need market knowledge of the admissions system and the context. This technical strategy is able to make the target audience to participate passively in advertising. Other strategies include trend consideration and fundamental consideration to be in the next rank.

The effectiveness of the trial advertising of the university, UIN Raden Mas Said Surakarta can be seen from the table below. The data below is the data for registrants of *Jalur Mandiri* from 2017 to 2021. There is a sharp difference when compared to the previous registration.

Table 8. Significance

Year	Number of registrants	Number of registrants in 2021	Significance in 2021	
			Gap	%
2017	1509	2719	1210	80%
2018	1989	2719	730	36%
2019	No enrolment	2719	-	-
2020	1922	2719	792	41%

When compared to the data in 2020, registrant on *Jalur Mandiri* or the independent track in 2021 experienced a significant increase. There was a 41% or 792 increase in the number of registrants in 2021. Compared to the previous three years, there was an extreme difference. There was an 80% increase in the number of registrants. The table above proves that there are significant changes in 2021. One of the reasons is the increase in impressions or advertisements displayed so that it has an impact on increasing the target audience who visits the official website.

This also proves that other strategies are able to attract the sympathy of the target audience. The success of advertising is strongly influenced by the mood of the target audience (Gorchels, 1995). The credibility of the ad is also strongly influenced by the superior quality of his product (Chen, 2011). In addition, contextual facts or relationships also greatly affect the relationship between the target audience and the advertising product (Rabab'ah & Abuseileek, 2012). The more impressions, the greater the potential for the ad to be reviewed by people. From these impressions, there is a great potential to be clicked by the target audience. Furthermore, the advertiser's knowledge of the product, target audience and social context greatly influences the pragmatic structure used in advertising. The duration of ad activation also greatly affects the number of clicks, because every day the interest of the target audience changes. The longer the ad is campaigned, the bigger the brand will be remembered by the target audience. This method can also be used for university branding as an

investment in the future. In addition, paid platforms such as Google Adwords are able to report ad performance periodically. So that the costs incurred can be managed more effectively and efficiently. Advertisers can control by changing or changing keywords and other settings in real time to increase the number of target audiences. Moreover, if the advertising content used is in the form of persuasive videos, the target audience will be very sympathetic to the brand being offered. Based on the data presented above, the number of impressions generated is very large. There are significant potential clicks reached by video impressions on YouTube.

6. CONCLUSION

From the results of research and practice on the use of Google Adwords, it turns out that there is a significant influence on the number of registrants in 2021 by applying pragmatic strategies. Although there are other possible factors that cause the number of registrants to increase, the use of Google Adwords can be an option to increase web visitor traffic drastically, effectively, efficiently and measurably. This method has a significant impact on increasing the number of registrants during the COVID-19 outbreak. Many people may prefer to strengthen the economy rather than having to spend money on college. Pragmatic strategy is needed to confront visitors who want to find something in a higher education institution without having to know the name. The name of the institution that may be foreign or new can be introduced through the general character or the specific character of the university. These characters will be listed in search results that have the potential to be visited by people. The greater the character of the institution that appears in search results, the more visitors will visit the destination web. The more visitors visit the institution's website, the greater the potential for visitors to participate, such as reviewing web content or enroll as new students. From this advertising strategy, policy makers are expected to determine the university's branding policies massively, either through social media or search engine platforms such as Google Adwords. Advertising is a solution to increase the number of web visitors in a short time. Increasing public awareness of the existence and quality of institutions is needed, so that the engagement between the community and the institution is always strong and reaches the whole community. In addition, university branding can be easily managed using google ads. By building a good brand in the community continuously and incessantly, the university or institution will easily influence consumer psychology. In fact, universities will easily determine targets based on geographic areas so that students who register will be more diverse. Therefore, the institution needs a branding strategy as a long-term investment for the company. The results of the research above illustrate that to carry out optimal promotions, university

leaders need to use this strategy so that promotional activities can be controlled and can be evaluated measurably both advertising and branding.

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