



Application of AHP to support the Marketing Management Promotion Strategy of Universities in Aceh

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ABSTRACT

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Marketing management promotion strategy is important by private universities, this hall because the high competition with public universities is very high and the number of study programs at public universities in Aceh so that competition to increase prospective students is very tight, especially in the selection of study programs in accordance with student interests. The importance of conducting marketing management promotion strategies in convincing prospective new students to choose a privately schooled program according to the student's interests. Furthermore, the need for a system in providing major recommendations in accordance with interest is one of the strategies to attract students to enroll vocationally. With this recommendation system provides recommendations for students in choosing a major must be on target, effective and efficient. so that students can choose major recommendations with a more effective duration of time, not wasted time and students can choose a study program that suits their grades and abilities. Therefore, it is important that the application model of application of decision support systems using the analytical hierarchy process for students and this program strongly supports the university in looking at prospective students based on interests and talents that are in accordance with each student's abilities. The kriteria used in the ahp method of student subjects is processed in the ahp model and incorporated into the program for the suitability of majors and study programs. This research flow includes weighting menu to see the level of interest of criteria, menu set weight criteria in accordance with the initial input of criteria, menu set weights majors, menu list of majors to see the majors covered, design values and list of student names that include informatics, accounting and management. Kriteria value 98, 90, 75, 80 and 84, then for K-1 and alternative 1 namely, 0.2940, Alt 0.0702, Alt-3 0.003, alt 4 with a value of 0.4894 and the last stage is 0.01124 with the highest score Alt-1 0.1810, Alt2, 0.1586, 0, 1047, Alt4 0.4002 and Alt 5 0.1518. In addition, you see majors who are the same age as the campus.

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1. Introduction

Education is the most important part of a nation with many highly educated people, then a nation will be more advanced. In order for the purpose of an education to be achieved, it takes an educational institution that starts from the bottom level with the top. Gradual education begins from elementary to high level education [1].

There are limited resources to promote each school, both in terms of finance and humanresources itself. Therefore, there needs to be a system to see students' interest in the intended major and the system built can be



used dynamically and work optimally. Strategies in looking at students' interest in promotion are based on consumers on party who see behavior, the desire for offers in an organization / university consisting of products or services [2].

The decrease in total new students during this time will pose financial risks to the campus. The need to strategize so that the number of new students increases. The purpose in this research is to find out internal and external factors and the existence of strategies in strategizing to be able to develop the Management department of Kartini University Surabaya [3]. There is an increasingly changing difference of opinion from something that assesses and brings a competitive advantage in the market, company or an organization that is able to compete. [4].

Companies that are ready to compete must have effective management. For companies that want to improve effective performance and efficiency is needed, competent and competent players in their fields and have superior value from others. [5]. Private universities that are forwarded to the study program for the year always improve the quality in all aspects, and for now students can see the ability and interest of existing study programs application systems. Therefore, there is an effective and efficient university promotion strategy based on student study interests [6].

In the number of students there must be a strategy to increase the number of students. It takes a new student admission strategy with good quality and the student knows the ability to choose the field according to interest, because graduation level and tamping power are important in decision making. Students with good quality have high intellectuals and can also complete their education[7]

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The development of information technology today has been widely used to provide convenience, accelerate, and streamline work. The importance of an RFID system where it is easier for lecturers and students to monitor someone then the system will automatically send student data into the database. This is very important in effective and efficiently a system is built. [9]. The development of information technology today has been widely used to provide convenience, accelerate, and streamline work. The importance of an RFID system that makes it easier for lecturers and students to monitor someone then the system will automatically send student data into the database. This is important in the effective and efficient system that is built. [10].

2. Method

The initial stage of this research is the technique of collecting data and conducting interviews using the sampling method. The collection of data is carried out by sampling criteria and assigning weights to the selected study programs, for students, a sampling analysis is then carried out to collect data for some of the students who will continue their studies in higher education. In this research method, a SWOT analysis is carried out to see the analysis of the advantages of each study program at each private university. The results of the interview technique can determine the Strengths criteria taken from the school and related to superior study programs for students to see the ability according to the value. Next Weaknesses is to see the study program that will be developed and there are students who choose the study program. There are opportunities for future opportunities in the development of study programs so that many students choose these study programs. Finally, there is a threat from the state campus in carrying out promotions to attract students' interest, so that private universities must prepare well for the stages in attracting students in choosing the chosen study program according to the field. The third stage is System Development using desktop applications and selecting study programs according to student interests, the last stage is System Testing and conducting system analysis on each existing display using the black box model.

3. Results and Analysis

3.1 System Implementation

a. Form Student Data Input

The student data input for the application of AHP to support the Marketing Management Promotion Strategy is as follows:

Fig 1. student data input

b. AHP model applicability rate

As for the calculation level of AHP implementation to support the Marketing Management Promotion Strategy with the AHP model, it is as follows:

Fig 2. AHP model applicability rate

c. Course Weight Set Display

The display of the set of weights for the AHP application majors to support the marketing management promotion strategy in the calculation level with the AHP model is as follows:

KODE	JURUSAN	STRATA	KAMPUS	BOBOT	Alt1	Alt2	Alt3	Alt4	Alt5
ALT1	AKUNTANSI	S1	UNIKI	1	7	9	0.33	5	
ALT2	MANAJEMEN	S1	UNIKI	0.14	1	3	0.14	1	
ALT3	ILMU HUKUM	S1	UNIKI	0.11	0.33	1	0.11	0.33	
ALT4	TEKNIK INFORMATIKA	S1	UNIKI	3	7	9	1	7	
ALT5	PERTANIAN	S1	UNIKI	0.2	5	3	0.14	1	

Fig.3 Course Weight Set Display

d. Department list page

The pages that list the AHP application majors to support the marketing management promotion strategy in the calculation level with the AHP model are as follows:

Fig.4 Department list page

As for the results of AHP processing, it is recommended that 3 majors of AHP implementation to support marketing management promotion strategies in the calculation level with the AHP model are as

HASIL PERHITUNGAN TINGKAT KECOCOKAN JURUSAN DAN URUTAN REKOMENDASI JURUSAN YANG SESUAI DENGAN POTENSI AI

	ALT-1	ALT-2	ALT-3	ALT-4	ALT-5	JURUSAN	KAMPUS	NILAI
K-1	0.2940	0.0702	0.0336	0.4894	0.1124	TEKNIK INFORMATIKA	UNIKI	0.4042
K-2	0.0862	0.0862	0.0808	0.4860	0.2616	AKUNTANSI	UNIKI	0.181
K-3	0.1006	0.1006	0.1006	0.5574	0.1408	MANAJEMEN	UNIKI	0.1586
K-4	0.0668	0.0668	0.0668	0.1968	0.6028			
K-5	0.0816	0.3690	0.2428	0.2522	0.0548			
BOBOT	0.4662	0.1492	0.0332	0.0664	0.2852			
SKOR	0.1810	0.1586	0.1047	0.4042	0.1518			

follows:

Fig 5. AHP processing results

4. Conclusion

As for the conclusion of:

- There is a selection of majors in accordance with the interests, talents and abilities of students in the selection of majors in informatics engineering, accounting and management. With these majors will affect students in the lectures that will be followed. The results of this major, students can be more focused and in accordance with their abilities and talents.
- The results of this study found that the majors chosen by prospective students were the Department of Informatics Engineering from the value of mathematics, physics, chemistry, biology and English. next with the value of informatics engineering, 0.4042, accounting 0.181 and management 0.1586.

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