

ABSTRAK

ANALISIS EFEKTIVITAS PROMOSI YANG DILAKUKAN OLEH UNIVERSITAS SANATA DHARMA Studi Kasus pada Biro Humas USD Yogyakarta

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Tujuan penelitian ini adalah untuk mengetahui (1) apakah ada pengaruh promosi terhadap jumlah mahasiswa pendaftar, (2) kegiatan promosi manakah diantara periklanan, promosi penjualan dan public relation yang paling efektif dalam menarik minat calon mahasiswa. Jenis penelitian adalah studi kasus pada Biro Humas USD Yogyakarta.

Teknik pengumpulan data yang digunakan adalah wawancara dan dokumentasi. Data yang dicari yaitu biaya promosi antara tahun 1999 sampai 2005, mahasiswa pendaftar antara tahun 1999 sampai 2005 serta gambaran umum universitas. Teknik analisis data yang digunakan untuk mengetahui apakah ada pengaruh promosi terhadap jumlah mahasiswa pendaftar adalah regresi linear berganda.

Berdasarkan hasil analisis data maka diperoleh kesimpulan bahwa tidak terdapat pengaruh antara promosi terhadap jumlah mahasiswa pendaftar sehingga Biro Humas tidak dapat mengetahui kegiatan promosi mana yang paling efektif dalam menarik minat calon mahasiswa.

ABSTRACT

THE ANALYSIS OF THE EFFECTIVENESS OF PROMOTION ACTIVITIES DONE BY SANATA DHARMA UNIVERSITY A Case Study on Public Relation of Sanata Dharma University of Yogyakarta

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The purposes of the study were to find out (1) whether there was a relationship between the promotion and the number of the registers (2) which the most effective promotion activities in attracting new comers; advertising, selling promotion, or public relation. This was a case study on Public Relation office of sanata Dharma University of Yogyakarta.

The data gathering techniques used in the study were interview and documentation to find how much the promotion costs in year 1999 up to 2005, how many students registered in Sanata Dharma University in 1999 up to 2005, and the general description of the university. The data analysis used in the study in order to know whether or not there was a relation between the promotion and the sum of the registers was Double Linear Regression.

Based on the analysis result, the conclusion was that there was no relationship between the promotion and the registers. The promotion did not give any effects to attract the new comers. It means that Human Resource Bureau did not know which promotion activities that was the most effective to attract the new comers.