

ABSTRAK

Penelitian ini bertujuan untuk mengembangkan strategi komunikasi pemasaran terintegrasi guna meningkatkan penerimaan peserta didik baru di SMP Kanisius Temanggung. Latar belakang masalah ini adalah fenomena penurunan jumlah pendaftar di tengah persaingan antar sekolah. Penelitian ini menggunakan pendekatan kualitatif, pengumpulan data melalui wawancara mendalam dengan pihak internal dan eksternal, observasi dokumen, serta observasi lapangan. Hasil penelitian menunjukkan bahwa persepsi pihak internal menilai strategi pemasaran yang telah berjalan cukup efektif dalam mengenalkan sekolah, namun kurang optimal dalam konversi pendaftar, terkendala oleh keterbatasan sumber daya manusia dan anggaran, serta adanya mispersepsi di masyarakat. Sebaliknya, pihak eksternal menganggap promosi sudah menarik, namun menyarankan peningkatan intensitas dan modernisasi konten. Brand essence SMP Kanisius Temanggung teridentifikasi sebagai "Pendidikan Karakter Berbasis Nilai Katolik dan Kedisiplinan yang Berpijak pada Keunggulan Holistik," mencakup nilai Cura Personalis, kedisiplinan, dan pendidikan karakter inklusif. Berdasarkan temuan ini, dirumuskan strategi komunikasi pemasaran terintegrasi (IMC) yang meliputi analisis SWOT, penentuan tujuan, target audiens, pesan kunci yang konsisten dengan brand essence, serta integrasi saluran online (media sosial, website) dan offline (kunjungan ke SD, gereja, word-of-mouth). Strategi ini menekankan konsistensi konten visual yang menarik, transparansi informasi, dan pelibatan aktif alumni serta orang tua. Penelitian ini diharapkan berkontribusi pada pengembangan model komunikasi pemasaran efektif bagi lembaga pendidikan.

Kata kunci : Strategi Komunikasi Pemasaran Terintegrasi (IMC), Penerimaan Peserta Didik Baru, *Brand Essence*, Pendidikan Karakter, SMP Kanisius Temanggung.

ABSTRACT

This study aims to develop an integrated marketing communication strategy to increase new student enrollment at SMP Kanisius Temanggung. The research addresses the problem of declining new student registrations amidst fierce competition among schools. Employing a qualitative approach, data was collected through in-depth interviews with internal and external stakeholders, document observation, and field observation. The findings indicate that internal stakeholders perceive the existing marketing strategy as moderately effective in introducing the school but suboptimal in converting awareness into enrollments, hindered by limited human resources and budget, as well as public misconceptions. Conversely, external stakeholders find the promotions appealing but suggest increasing intensity and modernizing content. The brand essence of SMP Kanisius Temanggung is identified as "Character Education Based on Catholic Values and Discipline Grounded in Holistic Excellence," encompassing Cura Personalis, discipline, and inclusive character education. Based on these findings, an integrated marketing communication (IMC) strategy is formulated, which includes SWOT analysis, objective setting, target audience definition, key messaging consistent with the brand essence, and the integration of online (social media, website) and offline (elementary school visits, church events, word-of-mouth) channels. This strategy emphasizes consistent, engaging visual content, information transparency, and active involvement of alumni and parents. This research is expected to contribute to the development of effective marketing communication models for educational institutions.

Keywords: *Integrated Marketing Communication (IMC) Strategy, New Student Enrollment, Brand Essence, Character Education, SMP Kanisius Temanggung.*