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EVALUATION OF SOCIALIZATION PROGRAMS AND PROMOTIONS OF OPEN UNIVERSITY IN INCREASING PARTICIPATION OF UPBJJ-UT MATARAM NEW STUDENTS

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ABSTRACT

This study aims to determine the effectiveness of socialization and promotion strategies in increasing student participation rates at UT Mataram. The method used in this research is correlational descriptive survey method. The results of this study are: 1. The target target of the socialization and promotion program in the future by utilizing information technology as a promotional media, 2. The number of respondents who know about UT is 101 people or 77.7%, while respondents who do not know about UT are as many as 101 people. 29 people or 22.3% indicates that the dissemination of information about UT in the NTB region is still not optimal. 3. The effectiveness of the social program has an impact on increasing student participation rates. Then sosprom activities in the period 2019.2 can be used as a reference for the activity stage in the next period.

Keywords: **Evaluation, Socialization, Promotion, Participation Rate**

PROEM

Until now, the gross enrollment rate for higher education (APK-PT) in Indonesia is still far behind other Asian countries, so the Ministry of Research, Technology and Higher Education (Kemenristekdikti) seeks to continue to increase this APK-PT. For this reason, the government provides broad opportunities for public and private universities to meet the community's need for higher education. Based on data from PDDIKTI (Higher Education Database) Kemenristekdikti, in the West Nusa Tenggara (NTB) region there are 89 (eighty nine) universities consisting of 7 (seven) Academies,

3 (three) Polytechnics, 53 (fifty three) High Schools, 9 (nine) Institutions, 17 (seventeen) Universities, and 1 (one) Communication Academy.

Among these universities, UT Mataram is the only State University (PTN) with a distance education system. As the only PTJJ organizer in NTB, it does not mean that UT has no competition in recruiting new student candidates. The difference in higher education delivery systems is an obstacle and a challenge for UT Mataram to increase the number of APK for PT, considering that the community is familiar with face-to-face universities.

The trend in the development of the number of UT Mataram students tends to decrease until 2018. At the end of 2016 the number of active students registering was 3,047 (three thousand forty seven) students, while at the end of 2019 there were 2,735 (two thousand seven hundred and thirty five) people. . There was a decrease of 0.89% from the previous year.

Based on the observations it is known that the UT Mataram work unit has not conducted an evaluation and analysis of the selection of socialization and promotion media. Another thing that was not done by the UT Mataram sosprom team was not doing market analysis, so that the socialization and promotion process that has been running until now is still repeating the old work scheme. To increase the effectiveness of the socialization and promotion process of UT Mataram, it is necessary to describe the profile of the target market segment, methods and socialization media that will be used. Therefore, based on the description above, it is necessary to further study the effectiveness of the socialization and promotion strategy in increasing the student participation rate at UT Mataram.

THEORETIC

Effectiveness

According to Radita (2019) effectiveness is one of the dimensions of productivity, which leads to the achievement of maximum performance, namely the achievement of targets related to quality, quantity and time. Saksono in Anggraini and Yusliati (2018) states that effectiveness is how much stickiness the output is achieved with the expected output from a number of inputs. Anggraini and Yusliati also added that in defining effectiveness, it can vary according to the basis of the knowledge they have even though

the ultimate goal of effectiveness is always the same, namely the achievement of goals (Singh, et, al., 2020; Kim, et, al., 2020).

Socialization

Socialization is the process of an individual learning to integrate with each other in a society according to a system of values, norms and customs that govern the community concerned (Chu & Sung, 2015). Meanwhile, William J. Goode (2007), explains that "Socialization is a process that young people must go through to gain values and knowledge about their group and learn about their social roles that match their position there. According to Suyanto et, al., (2007:77) in "Sociology of Introductory and Applied Texts", the socialization process which turns out to be relevant for personality formation can be divided into:

1. The socialization process is done (accidentally) through a process of social interaction.
2. The socialization process is carried out (intentionally) through the education and teaching process.

Promotion

According to Swastha and Irawan (2014), promotion is an effort to introduce the product to consumers as the beginning of promotional activities. According to Tjiptono (2014), promotion is essentially a marketing communication, meaning that marketing activities seek to spread information, influence / persuade, and or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. In a research it is explained, promotion is an important marketing elemen (Liu, et, al., 2020; Hock, Set, al., 2020). Its role is, how to reach market share, through information dissemination. In addition, promotion can be an educational medium that strengthens consumer perceptions of the products or services being sold (Wu, et, al., 2020).

Furthermore, promotion is very useful in establishing market share in the near future. In fact, if the promotion is packaged in an attractive way, it can significantly influence customer emotions (Zhu, et, al., 2020). The interesting thing about promotion is the psychological influence. That is, promotion can mengengaruji consumer thought patterns and feelings, thus influencing decisions (McColl, et, ala., 2020; Ofosu-Boateng, 2020).

METHOD

This study used a descriptive correlational survey method. This method is used to examine the relationship between variables in depth and thoroughly. This study seeks to describe the relationship between the UT Mataram socialization and promotion program with the UT Mataram student participation rate. This study seeks to explore what factors support the socialization and promotion of UT Mataram so that it can reach the community.

Sources of data used in this study consist of primary data (quantitative data) and secondary data (qualitative data). Qualitative data serves as supporting data obtained from interviews with leaders and people in charge of socialization and promotion activities at UT Mataram.

Respondents who were in this study were UT Mataram students who had just been accepted in the 2020 period. Based on the pre-research survey, the UT Mataram student registration data for the 2020.1 period was obtained as many as 890 people. The sample was selected using a simple random method. The sampling technique used the Slovin formula with a tolerable error limit of 10% of the total population, namely 90 people.

RESULT

The questionnaire description data is presented in the following:

1. The number of questionnaires distributed online via the WhatsApp application is 123, with only 58 respondents responding. Meanwhile, the questionnaires that were distributed offline during hearing visits to government agencies and schools were as many as 72.
2. The amount of data processed was 130 respondents, with detailed information to be measured based on gender, age, occupation, knowledge of UT, knowledge of UT as a public university, and where to get information about UT. It can be seen, the processed data is declared valid with a zero error rate.
3. The research data show that the 103 respondents were dominated by female gender, and the remaining 27 respondents were male. This shows that female gender has a higher response to the information presented. NTB has a total female population of 2,550,498, while the total male population is 2,405,080. From these data, it shows

that the number of population with female gender is more than the number of population with male gender. So based on this analysis, as a recommendation for the next period sosprom it is advisable to conduct socialization with the target market for women, because women tend to easily disseminate information.

4. Respondents with the age of 25 to 34 years were 62 people or 47.7%, then respondents aged 35 to 44 were 37 people or 28.5%, and respondents aged 17 to 21 years 18 people or 13.8%. For respondents aged 45 to 54 as many as 8 people or 6.2%, while those over 55 years old were 5 people or 3.8%. From these data, information can be obtained that most respondents are dominated by productive age, namely the age of 17 to 44 years, where people of that age are already technologically literate and are categorized as people who dominate the use of information technology. This can be used as a benchmark in the future sosprom program targets by utilizing information technology as a promotional medium.
5. The purpose of this work-based analysis is to facilitate mapping of locations or places for the next sosprom program targets. In the table above, it can be seen that the highest respondents were private employees as many as 52 people or 40.0%. This needs to be explored further, because in the data obtained from BPS, there is no data on the number of private employees, as well as private offices in the NTB region.

Table 13. Urain Based on Knowledge About UT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	101	77,7	77,7	77,7
	tidak	29	22,3	22,3	100,0
	Total	130	100,0	100,0	

Source: Reseach data, 2020

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The number of respondents who knew about UT was 101 people or 77.7%, while 29 respondents did not know about UT or 22.3%. Basically, the data cannot be categorized as representative data for the entire population of NTB. However, this can be used as evaluation material, that in the NTB environment there are still people who do not know about UT. The author concluded, the dissemination of information about UT in the NTB region is still not optimal. Therefore, we need an effort to disseminate information about the university, both through online and offline media. The most important thing is to convey the advantages of the university in the field of online education and its affordable costs. So that it provides a computable comparison to the community.

Table 2. Urain based on knowledge about UT as a PTN

Percent	Valid Percent	Cumulative Percent
83,1	83,1	83,1
16,9	16,9	100,0
100,0	100,0	

Source: Reseach data, 2020

Respondents who know about UT as a PTN are 108 people or 83.1%. Meanwhile, there were 22 respondents who did not know UT as a PTN or 16.9%. From this data it can be concluded that there are still people who do not know UT as a PTN. In the dissemination of information, there are many things that the UPBJJ-UT Mataram sosprom team has to fix, for example, information on banners or billboards posted at certain points in the NTB region. So far, the information included is too much to be unattractive. It is better if the delivery of information should not be wordy. It is enough to convey the information briefly but with a clear purpose.

Table 3. Urain Based on Information Sources

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Koran/majalah	7	5,4	5,4	5,4
	Spanduk/brosur	10	7,7	7,7	13,1
	Televisi	2	1,5	1,5	14,6
	Internet	17	13,1	13,1	27,7
	Teman/kerabat	84	64,6	64,6	92,3
	Pengurus Pokjar	10	7,7	7,7	100,0
	Total	130	100,0	100,0	

Source: Reseach data, 2020

Based on the data above, the source of information with the highest respondent level was friends / relatives, with a total of 84 people or 64.6%. This data shows the

success of the service system at UT. Based on satisfactory service, it will produce good recommendations from customers to others.

Table 4. New Students Comparison

No	Period	Non Pendas (N)	Pendas (P)	Total (T=N+P)	Percentage T_1/T_1+T_2
1.	2019.1	179	208	387	37%
2.	2019.2	290	363	653	63%

Source: Reseach data, 2020
T_1 = Total in period 1
T_2 = Total in period 2

New students of UPBJJ-UT Mataram in the 2019.1 period were 387 students or 37%, while the number of new students in the 2019.2 period was 653 students or 63%. It can be seen, the number of new students in the 2019.2 period has increased.

The effectiveness of the social program has an impact on increasing student participation rates. Then sosprom activities in the period 2019.2 can be used as a reference for the activity stage in the next period.

In the period 2019.2 UPBJJ-UT Mataram has a total of 2,748 students. The author evaluates the comparison between the number of judiciary for the period 2019.2 with the number of new students at UPBJJ-UT Mataram for the period 2019.2 which is shown in the table below:

Table 5. Students Comparison in Period 2019. 2

No	Information Percentage	Total	Percentage
1	Judicium for the period 2019. 2	463	16%
2	New students for the period 2019.2	653	23%

Source: Reseach data, 2020

The number of judiciary for the 2019.2 period was 463 students or 16%, while the number of new students for the 2019.2 period was 659 students or 23%. It can be seen, from these data the number of new students is more than the number of judicial students. With these data, it shows that the performance results of the UPBJJ-UT Mataram have been said to be good. however, the performance of UPBJJ-UT Mataram cannot be said to be maximal. Because until now the number of new students UPBJJ-UT Mataram has not met the target set by UT for each UPBJJ.

CONCLUSION

It can be concluded that the performance of the UPBJJ-UT Mataram has been said to be good, but not yet optimal, because the UPBJJ-UT Mataram has not been able to meet the target of achieving the new student participation rate determined by UT for each UPBJJ. The following suggestions can be recommended:

1. There is a need for cooperation with partners to support the process of promotional activities. Based on the results of the evaluation of previous activities, there have been no innovative activities, so far the only activities carried out are repetitions of the previous activities.
2. With a large geographic area of NTB, the media used in the implementation of promotion must be effective and efficient, it is preferable to utilize media with information technology in this digital era.

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