

ANALYSIS OF TRANSACTIONAL MARKETING STRATEGIES IN
ATTRACTING NEW STUDENTSNurzelika Aulia Pratima¹, Seny Luhriyani Sunusi², Andi Hajar³English Department, Faculty of Language and Literature, Universitas Negeri Makassar¹²³

Jalan Mallengkeri Raya UNM Parangtambung, 90224, Makassar, Indonesia

Correspondence Email: senyluhriyanifbs@unm.ac.id

Articel Info	Abstract
Keywords: <i>Transactional Marketing Student Enrollment Marketing Strategies</i>	This research was conducted to address the growing competition among higher education institutions in attracting new students. The study aimed to evaluate the effectiveness of transactional marketing strategies in increasing student enrollment at Triesakti Institute of Airlines and to identify specific techniques that generate the highest conversion rates. A qualitative research method with a descriptive design was employed, using purposive sampling to gather in-depth insights. The findings revealed that the institution successfully attracts prospective students through personalized outreach, financial incentives, digital engagement, and value-driven communication. These strategies effectively align with students' expectations and needs. The study concludes that transactional marketing, when implemented with a targeted and student-centered approach, can significantly improve enrollment outcomes. It is recommended that the institution continue refining its strategies by integrating more data-driven personalization and enhancing digital tools to sustain competitive advantage in student recruitment.
The Authors (s): This is an open-access article under the This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License . 	

1. INTRODUCTION

Attracting and retaining students is crucial for the long-term viability and growth of any academic institution in today's highly competitive educational landscape. A steady flow of student enrollments not only ensures financial sustainability but also enhances institutional credibility and relevance in the academic ecosystem. With the rapid advancement of technology and evolving societal preferences, higher education institutions face increasing challenges in capturing the attention of prospective students. As noted by Juliana et al., (2024), an effective service marketing strategy is indispensable for maintaining competitiveness and securing the long-term sustainability of higher education institutions. Within this context, transactional marketing has emerged as a vital tool for institutions seeking rapid engagement and measurable outcomes. Transactional marketing is characterized by short-term tactics aimed at generating quick responses such as enrollment confirmations through methods including incentives, discounts, and direct calls to action. Białoń, (2015) emphasizes that marketing strategies in higher education must align with institutional missions, and in today's

dynamic environment, strategies like transactional marketing focused on immediate results can enhance institutional relevance and improve student acquisition.

For competitive institutions such as the Triesakti Institute of Airlines, transactional marketing offers practical benefits by converting prospective inquiries into enrollments through the use of streamlined processes, promotional offers, and personalized outreach. These tactics allow institutions to respond quickly to market fluctuations and maximize conversion rates. Białoń, (2015) further argues that strategic marketing should pursue measurable goals that directly contribute to recruitment outcomes. Vianda et al., (2024) also suggest that beyond enrollment increases, transactional marketing techniques can positively influence students' decision-making by strengthening perceptions of service quality, brand identity, and engagement.

At the Triesakti Institute of Airlines, transactional marketing has been actively employed to drive enrollment through clear messaging, financial incentives, and priority placement in high-demand programs. Arianty et al., (2022) confirm that students' decisions to enroll in private institutions are shaped by the classic service marketing mix product, price, place, promotion, people, physical evidence, and process further validating the strategic importance of transactional marketing in the education sector. Previous studies have explored transactional marketing in diverse organizational contexts. Mariati, (2024), for instance, examined its role in enhancing employee performance through social media strategies at PT. Federal Internasional Finance. Indayani, (2024) investigated the use of transactional communication in sales, identifying five key strategies vertical integration, horizontal integration, marketing mix integration, communication mix integration, and creative integration that drive success. Similarly, Yudinestira & Parmono, (2024) assessed the effectiveness of transactional marketing at Bank Syariah Indonesia in achieving marketing objectives for savings products.

These studies collectively underscore the power of targeted communication and measurable incentives in improving marketing performance, though applications specific to higher education especially in aviation remain underexplored. Despite these insights, a research gap persists concerning how transactional marketing functions within specialized higher education institutions such as Triesakti Institute of Airlines. Most existing literature overlooks the complexities of educational marketing, particularly in niche sectors like aviation. Thus, it becomes essential to investigate the best practices for applying and optimizing transactional marketing strategies in this context. Doing so will provide a deeper understanding of prospective students' preferences and enable institutions to develop more tailored and responsive recruitment efforts. In light of these considerations, this study addresses the need to evaluate the effectiveness of transactional marketing in aviation education. The findings will provide empirical evidence and actionable insights to enhance institutional strategies in student recruitment.

This research seeks to answer two primary questions: How effective are transactional marketing strategies in increasing student enrollment at Triesakti Institute of Airlines? And, what specific techniques within these transactional marketing strategies yield the highest conversion rates from prospective inquiries to actual enrollments? The research aims to evaluate the overall effectiveness of transactional marketing strategies in increasing student enrollment at Triesakti Institute of Airlines. Additionally, it seeks to identify and assess the specific transactional marketing techniques that yield the highest conversion rates from prospective inquiries to actual enrollments. By addressing these questions, the study intends to fill a significant gap in the literature, providing empirical evidence on the application and effectiveness of transactional marketing strategies in aviation-focused higher education institutions.

Moreover, the study will offer actionable insights for marketing practitioners, enabling them to refine and optimize their recruitment strategies based on proven techniques and student preferences. The findings will also influence strategic decision-making, helping institutions allocate resources more efficiently to achieve better recruitment outcomes. Lastly, the research will contribute to the development of tailored marketing strategies that respond to the unique needs of prospective students, improving the overall student recruitment experience.

2. RESEARCH METHODS

This research adopts a qualitative descriptive approach to examine the implementation and perceived effectiveness of transactional marketing strategies at Triesakti Institute of Airlines. Qualitative descriptive research is especially suitable when aiming to provide clear, detailed accounts of processes or behaviors within a particular context. As noted by Bradshaw et al., (2017), this method allows researchers to present straightforward descriptions of experiences and perceptions, particularly in areas where prior research is limited.

In this study, the qualitative method is used to explore how marketing staff apply transactional marketing strategies in real-world interactions with prospective students. Through direct observation, interviews, and questionnaires, the research investigates not only the actions taken but also the reasoning and communication patterns underlying those actions. This approach provides an in-depth understanding of how transactional marketing is perceived, implemented, and evaluated by those directly involved in student recruitment.

2.1. Techniques of Data Collection

To obtain rich, detailed insights, this research employed three primary data collection techniques: observation, in-depth interviews, and structured questionnaires.

1. Observation

Direct observations were conducted to capture the real-time behavior and communication styles used by marketing staff, especially during school visits or telephone interactions with prospective students. Using tools such as video and audio recordings, the researcher documented the verbal strategies and nonverbal cues associated with transactional marketing activities. This technique provided contextual data that supports the analysis of how strategies are carried out in authentic situations.

2. Interview

In-depth interviews were conducted with marketing staff who actively participate in outreach initiatives. These interviews followed an unstructured format to allow participants the freedom to share their experiences and perspectives. According to Bradshaw et al., (2017), unstructured interviews provide flexibility and are ideal for uncovering deeper meaning and personal narratives. Interview questions explored daily activities, persuasion techniques, perceived challenges, and assessments of effectiveness.

Table 2.1 Interview Guide

Interview Guide for Marketing Staff on Transactional Marketing Strategy
Introduction
Daily Marketing Activities
Approach to Prospective Students
Offering and Persuasion Techniques
Transactional Marketing Elements
Challenges in the Fields
Effectiveness Evaluation
Closing and Feedback

3. Questionnaire

To complement the qualitative insights, a structured questionnaire was distributed to marketing staff. This instrument consisted of predefined questions that addressed specific components of transactional marketing, including promotional activities, direct communication efforts, and evaluations of success. The combination of qualitative and structured elements allowed for both depth and consistency in the data gathered.

2.2. Data Analysis

The data collected were analyzed using thematic analysis, as described by Nowell et al., (2017). Thematic analysis is a systematic method of identifying, organizing, and interpreting patterns or themes within qualitative data. It provides a flexible yet rigorous approach for interpreting meaning across the dataset.

The analytical process included the following stages:

1. Data Reduction

In the initial phase of data analysis, the researcher conducted a process of data reduction to manage the vast amount of raw information obtained from interviews, observations, and questionnaires. This step involved selecting, focusing, simplifying, and transforming the raw data into a more manageable form. Statements, responses, and observed behaviors that were directly relevant to the research objectives particularly those addressing the effectiveness of transactional marketing strategies were carefully extracted. Conversely, data that were repetitive, tangential, or unrelated to the core research questions were set aside to enhance analytical clarity. This systematic filtering ensured that only meaningful data were retained for further analysis.

2. Data Display

Following data reduction, the organized information was presented in a structured format to facilitate in-depth interpretation. The data were displayed using thematic matrices, tables, and narrative summaries that categorized key themes, patterns, and trends identified across data sources. By visualizing the data in this way, the researcher could more effectively compare responses from different participants and methods (interviews, observations, and questionnaires), making it easier to identify consistent findings, emerging themes, and variations in perspectives. This step was crucial in bridging the raw data with interpretative conclusions.

3. Conclusion and Verification

The final stage of qualitative analysis involved drawing meaningful conclusions from the displayed data. The researcher identified core themes that addressed the research questions, particularly concerning the strengths, weaknesses, and overall effectiveness of the transactional marketing strategies employed by the institution. These conclusions were not drawn hastily; rather, they underwent a rigorous process of verification, including cross-referencing between different data sources and returning to the raw data when necessary. Triangulation comparing data from interviews, observations, and questionnaires was employed to enhance the credibility and validity of the findings. This iterative process ensured that the conclusions accurately reflected the data and were grounded in empirical evidence.

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Results Of Marketing Staff Interviews

What transactional marketing strategies do you use to attract new applicants, especially considering the high tuition fees and the short duration of the program?

Interview Result: The transactional marketing strategies include a 50% tuition fee discount, limited scholarships, and special offers during school visits. Communication is done directly through roadshows and social media, showcasing alumni testimonials and visual content to build trust and address financial barriers and program duration concerns.

These transactional marketing strategies are primarily designed to provide immediate, tangible incentives that trigger a quick response from prospective applicants. The use of significant tuition fee discounts (up to 50%) directly reduces the financial burden, which is one of the most critical barriers for students and parents when choosing an educational institution especially for private vocational programs with short durations. Limited-time scholarships and promotions during school visits create a sense of urgency and exclusivity, motivating faster decisions. Furthermore, showcasing alumni testimonials through social media or during presentations humanizes the message, builds emotional trust, and presents credible social proof. The combination of financial benefits and visual storytelling reinforces the perceived value of the institution and aligns well with transactional marketing principles, which prioritize immediate conversions over long-term relationships.

How do you explain the value of aviation education to prospective applicants?

Interview Result: The value of aviation education is explained by emphasizing its practical and vocational nature such as direct training at airports, practical skills, and short-term professional programs. By highlighting industry partnerships, exclusive experiences like English training in Pare, and job-oriented outcomes, aviation education is positioned as a career investment.

In promoting aviation education, the staff employs a value-driven communication strategy by highlighting the program's practical orientation and direct pathway to employment. This is particularly important in an environment where vocational education is often undervalued or misunderstood as inferior to academic degrees. By pointing out that students will receive real-life training experiences at airports and develop job-ready skills in a relatively short time, the institution positions its program as an efficient and practical investment in a future career. English training in Pare and partnerships with airlines add exclusivity and legitimacy, further differentiating the institution from competitors. These elements are used to shape the perception that aviation education is not just schooling it is a strategic career decision, aligning with the transactional approach by focusing on short-term, tangible benefits that lead directly to employment.

What is the biggest challenge you face in convincing prospective applicants to choose this institution?

Interview Result: The biggest challenges include financial concerns, parental influence, and misconceptions about aviation education. High tuition fees and doubts about job prospects reduce applicants' interest. To overcome this, the campus emphasizes transparency, scholarships, career prospects, and alumni success to build trust and demonstrate the institution's value.

This response reflects a deep understanding of the psychological and socioeconomic barriers that influence a student's decision-making process. High tuition costs are a recurring concern in private institutions, and in aviation, the assumption of limited job prospects or niche career options often deters applicants. Moreover, parents play a significant role in influencing students' choices, particularly in cultures where family decisions are made collectively. The institution addresses these challenges by being transparent about tuition structures, offering scholarships, and highlighting alumni who have achieved success in the aviation field. This transparency and outcome-focused messaging help to build trust and reduce perceived risks,

making the offer more attractive in a transactional sense. It also reflects a hybrid approach transactional in incentives, but relational in the trust-building process.

What feedback do you often receive from prospective applicants about their decision to enroll?

Interview Result: Feedback from prospective applicants shows that strategies like alumni success stories, job placement assistance, complete learning facilities, and student groups enhance trust and interest. Testimonials, social media, and clear career information help turn initial doubts into enrollment decisions.

This feedback shows that transactional strategies like career placement and modern facilities are highly effective when supported by strong narrative elements such as testimonials and visual promotions. Social media, in particular, acts as a powerful amplifier for these messages, giving prospective students a behind-the-scenes view of campus life and alumni outcomes. The emotional connection built through storytelling reduces hesitation, especially when students see relatable examples of success. Facilities and job assistance are key transactional promises that fulfill the expectations of immediate returns. Together, these elements form a marketing message that is both credible and emotionally resonant, converting interest into action more effectively.

How do you measure the success of your marketing strategies in attracting new applicants?

Interview Result: Success is measured through quantitative indicators such as the number of new applicants, the number of visits to the registration booth, and online engagement metrics (e.g., social media reach, website traffic). Tools such as registration deadlines, source tracking, and surveys help refine strategies and provide insights into short-term effectiveness in converting interest into enrollment.

The use of data and measurable indicators reflects a performance-based marketing approach typical in transactional strategy frameworks. Success is not just assumed it is monitored and evaluated using both offline (e.g., number of booth visitors) and online metrics (e.g., social media engagement). This allows the institution to assess which strategies yield the highest return on investment (ROI) in terms of student acquisition. By regularly tracking performance, the institution can adjust and optimize campaigns in real time. These efforts indicate a mature, outcome-driven marketing practice where results can be directly linked to specific transactional tactics.

What methods do you use to reach different groups of prospective applicants?

Interview Result: The staff uses a multi-channel approach, including roadshows to schools, direct meetings with parents, on-site registration sessions, and digital methods via social media (Instagram, Facebook, TikTok). Communication is tailored for both students and parents, combining interpersonal and mass communication to maximize reach and impact.

Reaching multiple demographic segments requires channel-specific communication. School visits allow face-to-face engagement with students, which is crucial for building trust and answering real-time concerns. Meetings with parents are equally important because parents often control or fund tuition payments. Meanwhile, social media platforms such as Instagram and TikTok provide access to students in a more casual, interactive way. Tailoring messages for each group ensures that the concerns and motivations of both students and parents are addressed effectively. This personalization increases message relevance and improves conversion rates key goals in transactional marketing.

What challenges do you face in recruiting applicants each year, and how do you overcome them?

Interview Result: The recruitment team faces challenges such as changing perceptions of vocational education, increased competition, and maintaining student interest throughout the registration process. To overcome this, they work closely with school leaders, highlight alumni success, offer program features (e.g., English training in Kediri), and build emotional connections with students and parents to foster trust and support long-term retention.

Recruiting in a competitive market requires a dynamic and adaptive strategy. The stigma against vocational education can discourage interest, so continuous education about the value of the program is necessary. Strong partnerships with high schools provide access to students early and foster institutional credibility. Promoting alumni success also combats negative perceptions by showing real outcomes. Additionally, the institution employs emotional branding sharing personal stories and emphasizing belonging to sustain interest through the long and often uncertain application journey. This shows that while the approach may be transactional at the surface (e.g., focused on enrollment), it is supported by relational components that deepen trust and loyalty.

How do you assess the reputation of this institution compared to other aviation education institutions?

Interview Result: Triesakti Institute of Airlines is known for having a strong reputation in aviation education, particularly in Makassar, supported by official accreditation, alumni success, and partnerships with aviation institutions. Unique programs like English training in Pare and dormitory facilities help differentiate it from competitors, making it a trusted choice for prospective students and parents.

Reputation is a non-tangible but highly valuable asset in marketing. Triesakti Institute of Airlines leverages its credibility through formal recognitions (like accreditation) and practical advantages (such as industry ties and special training opportunities). These unique offerings not only build brand prestige but also justify the tuition cost. Alumni success stories act as brand ambassadors, validating the institution's quality and outcomes. Differentiation becomes a key selling point, and when consistently communicated, enhances competitive positioning in a crowded market.

To what extent do financial incentives influence prospective students' decisions to enroll?

Interview Result: Financial incentives such as scholarships, tuition fee discounts, and referral bonuses strongly influence prospective students' decisions. These incentives reduce the financial burden, make education more affordable, and act as an effective recruitment tool in the face of competition. Financial support plays a crucial role in increasing interest and enrollment numbers.

This confirms a core tenet of transactional marketing: immediate value can drive immediate action. Financial incentives are especially influential in Indonesia's educational context, where many families are cost-sensitive. When students receive discounts or scholarships, the perceived risk of enrolling decreases dramatically. Referral bonuses further gamify and expand recruitment by turning existing students or alumni into marketers. These practices not only boost enrollment but also reduce marketing costs over time.

Which communication channels are most effective in attracting your attention to enroll?

Interview Result: Both direct approaches (school visits, roadshows) and social media (Instagram, Facebook, WhatsApp, TikTok) are highly effective in attracting prospective students. Direct engagement builds trust and emotional connections, while social media offers

wider reach and real-time interaction. The combination of traditional and digital methods creates a balanced and robust strategy.

This reflects the importance of an Integrated Marketing Communication (IMC) strategy. Face-to-face contact is invaluable for building personal trust and emotional resonance, especially in high-stakes decisions like choosing a college. Social media, meanwhile, is a continuous touchpoint students can revisit posts, stories, and testimonials anytime. This constant presence keeps the institution top-of-mind throughout the decision-making process. Together, these methods balance personal interaction with mass reach, creating a layered marketing experience that increases the chance of conversion.

3.1.2. Result Of Marketing Staff Observations

Promotion Delivery

Question: How do marketing staff deliver information? What communication techniques are used, and how do they respond to prospective students' questions?

Observation Result: Marketing staff deliver presentations directly at schools using materials tailored to the students' characteristics. Their communication style is spontaneous yet informative, conveying facts, solutions, and motivation. They respond clearly, drawing from experience and understanding of student needs.

This indicates that delivery is adaptive and interactive, rather than just reading from prepared materials. The approach, grounded in real-life experience and audience awareness, makes the information more relevant and easier for students to absorb.

Interaction with Prospective Students

Question: How do marketing staff build relationships with prospective students? What approach is used to create a comfortable and open atmosphere?

Observation Result: Staff build rapport by understanding student interests and communicating in a friendly, accessible manner. They use the 3S approach (smile, greet, salute) to foster a welcoming atmosphere, often including humor and empathetic listening.

This personal and humanistic approach is effective in building trust and encouraging open two-way communication, especially with a teenage audience.

Use of Technology

Question: What digital tools or technology do staff use in presentations or promotions? Does technology enhance or hinder the registration experience?

Observation Result: Staff utilize laptops, tablets, social media, and digital brochures to support their presentations. While technology aids in information delivery, direct interaction remains more impactful. Presentations can sometimes reduce personal connection, but staff adjust to maintain engagement.

Technology acts as a supplement, not a replacement, for interpersonal communication. A combination of both is essential to cater to different learning styles.

Response to Concerns or Questions

Question: How do staff handle questions or concerns from prospective students? What strategies do they use to manage these, and what is the impact?

Observation Result: Staff listen actively and offer clear answers or solutions. When necessary, they refer questions to the admissions team. They also hold daily morning briefings to stay prepared. No major objections were observed during the promotions.

This responsive strategy maintains the institution's image as professional and supportive. Daily briefings reflect strong internal coordination within the marketing team.

Promotional Environment

Question: What is the atmosphere like at the promotional site? What elements contribute to an engaging environment such as decoration, layout, or staff interaction?

Observation Result: Promotions take place in a warm and supportive school environment. Visual elements like banners, informative brochures, and active staff engagement create a friendly atmosphere. Support from teachers also adds credibility and encourages student interest.

A positive setting encourages students to be more receptive to the information. Teacher involvement reinforces student trust in the promotional efforts.

3.1.2. Result Of Prospective Student Observations

Interaction with Promotional Materials

Question: How do prospective students interact with brochures, posters, or digital media? What do they read or ask about that reveals their interest? Which elements attract their attention most colors, design, or certain information?

Observation Result: Students actively read the brochures during sessions, focusing on available programs and admission requirements. Alumni success stories and photos are the main highlights, offering real-life visions of their future.

Visualizing alumni success is a powerful motivator, as it presents a tangible outcome that students can aspire to. It also enhances the perceived value of the education offered.

Reactions to Presentations

Question: What facial expressions and body language do students display during the presentation? How do positive or negative reactions reflect their engagement level?

Observation Result: Students show enthusiasm through cheerful expressions, active body language, and positive responses, especially during the campus profile segment. Emotional involvement increases when they see alumni with similar backgrounds.

Relating to alumni who share similar experiences boosts students' confidence and motivation, fostering an emotional connection with the institution.

Discussions with Friends

Question: Do students discuss the presentation with peers or family on-site? What topics do they cover, and what concerns or interests arise?

Observation Result: Students actively discuss the promotion with peers. Many return with parents to inquire further, particularly about tuition fees, height requirements, and available programs.

Follow-up discussions with parents indicate serious interest and a collective decision-making process. This reflects the promotional strategy's success in sparking initial interest.

Access to Information

Question: How do students access information (social media, websites, or live events)? What information do they seek, and which sources are most effective?

Observation Result: Students access information through Instagram, WhatsApp, and direct registration desks. Face-to-face interaction proves most effective. They most often seek details about facilities, tuition fees, and admission requirements.

While social media facilitates initial access, the most convincing information still comes from in-person interactions. This underscores the importance of physical presence in educational promotion.

Interest in Programs

Question: Which programs or aspects most attract student interest? What elements appeal to them facilities, teaching methods, or career opportunities?

Observation Result: The six-month professional program leading directly to employment is the main draw. Alumni success stories trigger strong interest. Facilities, teaching methods, and industry connections also play key roles.

Fast-track job-oriented programs are a major appeal, especially for students aiming for financial independence. This strengthens the institution's position as a provider of quality vocational education.

3.2. Discussion

3.2.1. Overview of Findings

This study set out to examine how effective the transactional marketing strategies used by the Triesakti Institute of Airlines are in drawing in new students. The findings show that the institution makes use of promotional deals, targeted communication, and strategic engagement techniques that reflect the core ideas of transactional marketing. These approaches have been effective in sparking student interest and boosting enrollment numbers.

These findings are consistent with earlier research. Mariati, (2024) highlighted how social media and transactional marketing play a key role in improving communication and driving better organizational outcomes an approach that Triesakti also applies. In the same vein, Indayani, (2024) revealed that transactional communication significantly influences customer decision-making, which mirrors how Triesakti engages with prospective students. Likewise, Yudinestira & Parmono, (2024) showed that a well-structured marketing mix helps achieve marketing goals, reflecting the effectiveness of Triesakti's promotional strategies. Furthermore, research by Bohara et al., (2022) confirmed that strong online marketing efforts can directly affect student enrollment choices, further supporting Triesakti's use of digital marketing.

3.2.2. Analysis of Marketing Staff Interviews

Marketing staff shared that limited-time offers, waived registration fees, and special enrollment packages had a strong influence on prospective students' decisions to register. This supports the findings of Yudinestira & Parmono, (2024) who noted that strategic pricing within the marketing mix can effectively boost consumer interest an approach that proves just as effective in the education industry. Similarly, Zhang & Evans, (2021) emphasized the importance of clear and transparent marketing messages, particularly around pricing, in attracting prospective students and improving enrollment rates.

Staff members emphasized that it's not enough to just present the academic programs; it's equally important to highlight the career prospects that graduates can pursue. This is consistent with Mariati (2024) findings, which reveal that effective transactional communication especially through social media can foster trust and attract prospective students by clearly delivering value. Similarly, Alshammari, (2023) argued that strong communication skills and relevant information about career development are essential in influencing students' decisions when selecting a university.

3.2.3. Analysis of Marketing Staff Observation

The marketing team employed a mix of printed brochures and digital flyers, customizing each format to appeal to distinct target groups. This strategy aligns with the findings of Indayani (2024) , who highlighted the significance of using various promotional channels to effectively engage different consumer segments. Furthermore, Zhang & Evans (2021) pointed out that offering a range of promotional options is essential for addressing the diverse preferences of potential students.

The observations indicated that the staff employed two-way communication, responding to inquiries quickly and effectively. This method mirrors the communication strategies discussed by Indayani (2024), who emphasized the value of both vertical and horizontal integration, highlighting the role of both hierarchical and peer-based communication in fostering stronger connections with customers. Additionally, Mariati (2024) emphasizes that prompt and responsive communication plays a critical role in improving student involvement and ensuring better retention.

The marketing team used digital platforms such as WhatsApp, Instagram, and email to ensure continuous communication with prospective students. This approach highlights the crucial role of digital communication tools in engaging with potential students and fostering real-time interactions. In today's marketing landscape, integrating these platforms into strategies not only boosts outreach but also improves responsiveness, which is vital for maintaining strong relationships with students (Yudinestira & Parmono, 2024).

When prospective students expressed hesitation often due to concerns about tuition fees or future employment staff responded with tailored messages, such as alumni testimonials, job placement data, and information about available scholarships. This flexible communication strategy aligns with Indayani (2024), who advocates for creative integration in marketing strategies, where messaging is adapted based on audience feedback to maximize impact. Similarly, Bohara et al., (2022) discussed how addressing concerns promptly and persuasively boosts conversion rates.

From the observations, it became clear that Triesakti's marketing strategies extended well beyond institutional marketing efforts, incorporating community-centered outreach, such as visiting schools and engaging in education fairs. This aligns with the findings of Yudinestira & Parmono (2024), who emphasized that outreach activities tailored to specific contexts help boost brand recognition and build trust among potential students. Furthermore, Mariati (2024) pointed out that involving prospective students within their local communities allows the marketing message to resonate on a more personal level, making it more impactful and relevant to the students' needs and aspirations.

3.2.4. Analysis of Prospective Student Observation

Students were seen actively interacting with different types of content, such as brochures, videos, and online resources. This type of engagement, as explained by Indayani (2024), signals the success of the content's delivery and the messaging process, which is an essential part of a broader communication strategy. Moreover, offering a variety of content formats both digital and printed addresses the diverse preferences of students, ultimately increasing their level of engagement, as supported by studies on the effectiveness of mixed-media approaches.

The live presentations at the event captured the students' attention, with many actively participating by asking questions and taking photos of the slides. This level of engagement supports Ardiwiryana & Pratama Hafidz, (2023) finding that interactive marketing strategies play a key role in increasing audience involvement by creating memorable and personal experiences. Moreover, Wiryany et al., (2023) noted that direct communication during these events helps foster strong relationships with prospective students, which can have a significant impact on their decision to enroll. These interactions underscore the importance of building connections in marketing strategies within the competitive higher education landscape.

Prospective students were observed discussing marketing materials with their peers, reflecting the power of word-of-mouth and peer influence key factors in horizontal integration discussed by (Indayani, 2024). This highlights the importance of fostering peer-to-peer communication to extend marketing efforts beyond traditional channels. Andrei et al (2018) also pointed out that peer influence significantly impacts customers' decision-making processes, especially when supported by promotional strategies and quality information dissemination.

Easy access to information through QR codes, contact forms, and follow-up messages significantly influences students' decision-making. This finding aligns with the work of Bohara et al (2022), who emphasized that the ease of obtaining relevant information plays a crucial role in the final decisions made by students. Furthermore, they also highlighted the importance of using technology-driven tools to facilitate quick and seamless communication, which in turn enhances student engagement and interest throughout the decision-making process.

Certain programs, such as aviation management and flight attendant training, garnered higher interest, especially when linked with career outcomes. This supports Yudinestira & Parmono (2024) assertion that clearly articulating the benefits of a product here, educational programs within transactional marketing frameworks is essential for attracting prospective students. Additionally, Indayani (2024) highlighted that aligning educational offerings with students' career aspirations helps drive interest and increase conversions.

The study indicates that refining transactional marketing tactics especially in communication personalization, real-time responsiveness, and promotional creativity can further enhance student recruitment. Drawing on the strategies outlined by Indayani, 2024; Mariati, 2024; Yudinestira & Parmono, (2024) educational institutions like Triesakti can continue to develop effective, conversion-driven marketing systems. As Bohara et al. (2022) note, a responsive, personalized approach helps maintain student interest and fosters long-term engagement.

4. CONCLUSION AND SUGGESTIONS

The purpose of this study was to examine the marketing tactics used by Triesakti Institute of Airlines to draw in potential students. According to the results, the school successfully employs a multipronged strategy that includes monetary rewards, clear explanations of the educational value, individualized outreach initiatives, and the tactical application of digital platforms.

Triesakti Institute's marketing tactics have been effective in drawing in potential students by attending to their wants and worries, especially those pertaining to the price of education. Building relationships with prospective students, highlighting successful alumni testimonies, and emphasizing practical skills have all helped to strengthen the institution's standing as a desirable option in a cutthroat educational market.

The study emphasizes how crucial it is to match marketing tactics with the requirements and expectations of potential students, showing that doing so can have a big impact on enrollment choices.

REFERENCE

- Alshammari, S. A. (2023). Impact of communication competencies, job requirements and academic performance on students' career development at the University of Hail, Saudi Arabia. *Revista Amazonia Investiga*, 12(61), 173–183.
<https://doi.org/10.34069/AI/2023.61.01.18>
- Andreti, J., Zhafira, N. H., Akmal, S. S., & Kumar, S. (2018). The Analysis of Product, Price,

- Place, Promotion and Service Quality on Customers' Buying Decision of Convenience Store: A Survey of Young Adult in Bekasi, West Java, Indonesia. *International Journal of Advances in Management and Economics*, 7(72–78). https://www.researchgate.net/publication/323308768_The_Analysis_of_Product_Price_Place_Promotion_and_Service_Quality_on_Customers'_Buying_Decision_of_Convenience_Store_A_Survey_of_Young_Adult_in_Bekasi_West_Java_Indonesia
- Ardiwiryanata, A., & Pratama Hafidz, G. (2023). The Effect of Sales-Oriented, Customer-Oriented and Seller Performance on Venon Brand Sales Performance in Indonesia. *Journal of World Science*, 2(2). <https://jws.rivierapublishing.id/index.php/jws/article/view/229/704>
- Arianty, A., Azhmy, M. F., & Pasaribu, F. (2022). Faktor Pengaruh Siswa dalam Memilih Perguruan Tinggi Swasta di Kota Medan. *JAMEK (Jurnal Akuntansi Manajemen Ekonomi Dan Kewirausahaan)*, 2(3), 207–222.
- Białoń, L. (2015). Creating marketing strategies for higher education institutions. *Marketing of Scientific and Research Organizations*, 18(4), 129–146.
- Bohara, S., Gupta, A., & Panwar, D. (2022). Relationship Between Factors of Online Marketing and Student Enrollment Decisions in Higher Education: An Analysis Using Structural Modeling Techniques. *International Journal of Online Marketing (IJOM)*, 12(1), 1–18. <https://doi.org/https://doi.org/10.4018/IJOM.299395>
- Bradshaw, C., Atkinson, S., & Doody, O. (2017). Employing a qualitative description approach in health care research. *Global Qualitative Nursing Research*, 4, 1–8. <https://doi.org/https://doi.org/10.1177/2333393617742282>
- Indayani, M. (2024). Transactional communication strategies in car sales. *International Journal of Marketing Studies*.
- Juliana, Q. J. A., Kalsum, U., & Ifendi, M. (2024). Strategi Pemasaran Jasa pada Perguruan Tinggi. *DIAJAR: Jurnal Pendidikan Dan Pembelajaran*, 4(1).
- Mariati, N. P. A. M. (2024). The role of social media in enhancing employee achievement. *Journal of Business Research*.
- Nowell, L. S., Norris, J. M., White, D. E., & Moules, N. J. (2017). Thematic Analysis: Striving to Meet the Trustworthiness Criteria. *International Journal of Qualitative Methods*, 16(1), 1–13. <https://doi.org/https://doi.org/10.1177/1609406917733847>
- Vianda, S., Salsabillah, A., Ningsih, A. K., & Riski, M. (2024). Analisis Strategi Pemasaran Jasa Pendidikan dalam Meningkatkan Loyalitas Pelanggan. *Jurnal Pendidikan Tambusai*, 8(3), 50674–50678.
- Wirany, D., Poedjadi, M. R., & Rahmawati, I. (2023). Digital Marketing and Social Media as a Strategy to Increase Brand Awareness: Case Study Increasing the Number of Students on Brand Awareness in Social Media and Digital Marketing Activities in Higher Education X. *Journal of Business and Management Studies*, 5(4), 116–122. <https://doi.org/10.32996/jbms.2023.5.4.12>
- Yudinnestira, M. S., & Parmono, A. (2024). Implementation of transactional marketing strategies at Bank Syariah Indonesia. *Journal of Islamic Marketing*.
- Zhang, Y., & Evans, R. (2021). Factors influencing marketing strategy effectiveness in education. *Educational Management Administration & Leadership*, 49(1), 23–40.