

AN INTEGRATED MARKETING COMMUNICATION (IMC) USED BY THE BENGKALIS STATE POLYTECHNIC PUBLIC RELATION STAFFS TO BUILD CAMPUS BRAND AWARENESS

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ABSTRACT

This study aimed to investigate the Integrated Marketing Communication (IMC) strategies implemented by the Public Relations staff of Bengkalis State Polytechnic to build campus brand awareness and to examine new students' perspectives regarding the implementation of these strategies. This study employed a descriptive quantitative approach supported by qualitative data. Data were collected through a semi-structured interview with a Public Relations staff member and a questionnaire distributed to 50 new students of Bengkalis State Polytechnic. The questionnaire consisted of 20 statements covering six IMC dimensions: advertising, direct marketing, digital and interactive marketing, sales promotion, public relations, and personal selling. The findings revealed that all six IMC elements were implemented by the Public Relations staff, with digital and interactive marketing serving as the dominant strategy. Instagram was identified as the most effective platform due to its high audience engagement, while other platforms, including Facebook, TikTok, YouTube, and the official website, were also utilized to disseminate information and engage prospective students. The questionnaire findings showed positive perceptions among respondents, with mean scores ranging from 2.13 to 2.55 and an overall mean score of 2.42, categorized as "Agree." These findings indicate that the implementation of IMC strategies has contributed positively to increasing campus visibility, strengthening the institutional image, and enhancing campus brand awareness among new students. However, challenges related to limited human resources, time constraints, and content segmentation remain.

Keywords: *Integrated Marketing Communication, Public Relations, Campus Brand Awareness, Higher Education, Digital Marketing.*