



## SMAS Harapan Utama Batam's Integrated Marketing Communication: Strategy Preference

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### ABSTRACT

*The establishment of Senior High Schools (SMA) plays an important role in creating a quality education system and honing students' creativity. In addition, high schools also serve as a place for students to develop social skills, critical thinking, and prepare themselves to face challenges at the next level of education. The competition between public and private high schools drives the need for effective Integrated Marketing Communication (IMC) strategies to attract prospective students. With the increasing number of schools, each educational institution must be able to build strong appeal and reputation in the community. SMAS Harapan Utama Batam has implemented IMC such as advertising, digital marketing, sales promotion, and direct marketing. Advertising is used to increase public awareness of the school through various media, both print and digital. Digital marketing is increasingly being optimized in line with changing trends in information consumption, especially through social media platforms. Sales promotions such as registration fee discounts become an additional strategy to increase the interest of prospective students. Meanwhile, direct marketing allows for a more personal interaction between the school and prospective students. This study aims to evaluate the IMC used by the school with a descriptive quantitative method, using a Likert scale and surveys of 106 parents and guardians. The results show the highest preference for digital marketing through TikTok, followed by advertising, digital marketing through Instagram, sales promotion, and direct marketing. This shows that social media plays a significant role in the school's marketing strategy. These findings are expected to serve as input for SMAS Harapan Utama and similar schools to enhance marketing effectiveness and increase the number of students in the future.*

Keywords: Country, Education, High School, Integrated Marketing Communication, Preference.

### ABSTRAK

Pendirian Sekolah Menengah Atas (SMA) berperan penting dalam menciptakan sistem pendidikan berkualitas dan mengasah kreativitas siswa. Selain itu, SMA juga menjadi tempat bagi siswa untuk mengembangkan keterampilan sosial, berpikir kritis, dan mempersiapkan diri menghadapi tantangan di jenjang pendidikan berikutnya. Persaingan antara SMA negeri dan swasta mendorong perlunya strategi Integrated Marketing Communication (IMC) yang efektif untuk menarik minat calon siswa. Dengan meningkatnya jumlah sekolah, setiap institusi pendidikan harus mampu membangun daya tarik dan reputasi yang kuat di tengah masyarakat. SMAS Harapan Utama Batam telah menerapkan IMC seperti advertising, digital marketing, sales promotion, dan direct marketing. Advertising digunakan untuk meningkatkan kesadaran masyarakat terhadap sekolah melalui berbagai media, baik cetak maupun digital. Digital marketing semakin dioptimalkan seiring dengan perubahan tren konsumsi informasi, terutama melalui platform media sosial. Sales promotion seperti potongan biaya pendaftaran menjadi strategi tambahan untuk meningkatkan minat calon

siswa. Sementara itu, direct marketing memungkinkan interaksi yang lebih personal antara sekolah dan calon peserta didik. Penelitian ini bertujuan mengevaluasi IMC yang digunakan sekolah dengan metode deskriptif kuantitatif, menggunakan skala *Likert* dan survei terhadap 106 orang tua dan wali. Hasilnya menunjukkan preferensi tertinggi pada *digital marketing* melalui TikTok, diikuti oleh *advertising*, *digital marketing* melalui Instagram, *sales promotion*, dan *direct marketing*. Hal ini menunjukkan bahwa media sosial memiliki peran besar dalam strategi pemasaran sekolah. Temuan ini diharapkan menjadi masukan bagi SMAS Harapan Utama dan sekolah sejenis untuk meningkatkan efektivitas pemasaran dan jumlah peserta didik di masa depan.

Kata Kunci: *Integrated Marketing Communication, Negara, Pendidikan, Preferensi, Sekolah Menengah Atas*

## INTRODUCTION

Education plays a crucial role in a country's development, including in Indonesia, where competition between public and private high schools continues to grow (Kompasiana, 2023). Education, according to Ki Hajar Dewantara, the Father of National Education in Indonesia, who is famous for his distinctive motto, "*Ing Ngarso Sung Tuladha, Ing Madyo Mangun Karsa, Tut Wuri Handayani*," is a process to cultivate the mind, body, and character (inner self and character). Improving gentle morality, enhancing intellectual knowledge, and maintaining good physical condition are its three main objectives. "Without equitable and high-quality education, Indonesia will not have superior human resources that will become a competitive locomotive in the midst of international competition" (Sihombing, 2021). A good education system will produce high-quality human resources, which in turn will drive the progress of a country.

Batam, as a strategic economic hub in Indonesia, has a competitive education sector, with both public and private high schools striving to attract students. "The mayor of Batam, Muhammad Rudy, also emphasized the importance of education. He wants education in Batam City to become a national and even global focus (Mediacenter, 2022).

The competition between public (49.12%) and private (50.88%) high schools in Indonesia is intense, requiring effective marketing strategies to attract students (Pusdatin, 2023). Educational companies also need marketing; however, in this case, the goal of marketing is to provide the best services to the community so that they can enjoy their lives (Raya, 2016).

Integrated Marketing Communication (IMC) is essential for educational institutions to effectively communicate their value to prospective students and parents. Kotler and Keller (2009) state that integrated marketing communication is the process of integrating messages so that they can be well distributed. The result is a clear message used to introduce and disseminate the company's values. According to Shimp (2003), integrated marketing communication is a type of marketing communication that includes various types of planning and execution of promotions carried out on a large scale to reach the right consumer targets.

Knowing the type of marketing that is preferred by consumers is very important for conducting targeted marketing. This will reduce expenses on unnecessary marketing activities and attract more students. According to Google Reviews, SMAS Harapan Utama has a 4.9/5 rating, reflecting strong parental satisfaction. This positive perception

underscores the importance of effective marketing strategies in maintaining and increasing enrolment. In addition, SMAS Harapan Utama is also known for its curriculum that teaches English and Mandarin. In addition, the school's facilities, such as the badminton court, computer lab, English field, and swimming pool, also help the school achieve a good rating.

During the COVID-19 pandemic, SMAS Harapan Utama faced challenges in implementing its IMC strategies, particularly in digital marketing and student recruitment. Kotler and Keller (2016) state that IMC consists of seven activities. Out of the seven activities, SMAS Harapan Utama Batam has implemented four: advertising, direct marketing, sales promotion, and digital marketing. However, due to the COVID-19 pandemic, the school became somewhat overwhelmed in carrying out IMC activities after two years of implementing them. SMAS Harapan Utama conducts IMC activities to increase the number of students enrolling in the school. The representatives of SMAS Harapan Utama, who were interviewed by the researcher, stated that the IMC was designed by observing and monitoring ongoing trends.

The focus of the research is to determine IMC preferences at SMAS Harapan Utama. One additional objective is to determine which Integrated Marketing Communication (IMC) activities might be prioritized for implementation in the future. It is expected that the number of students at SMAS Harapan Utama will increase in the following year as a result of successful IMC activities.

This research is based on two theoretical frameworks: (1) Preference Theory (Kotler & Keller, 2016), which explains consumer decision-making in choosing products or services, and (2) Integrated Marketing Communication (IMC) Theory (Shimp, 2014), which highlights the role of coordinated promotional efforts in reaching target audiences.

Public relations, advertising, personal selling, sales promotion, direct marketing, digital marketing, and sponsorship are 7 activities in Integrated Marketing Communication (IMC), according to Kotler and Keller (2016).

Advertising is mostly used by businesses, but it is also used by various social organizations, non-profits, and professionals to promote their goals to different target audiences, namely to encourage consumers to buy goods; although some advertisements focus on encouraging quick purchases, most focus on building or strengthening long-term relationships with consumers (Kotler and Armstrong, 2018).

Direct marketing has the ability to build closer relationships with individuals, which allows for the establishment of tighter and possibly permanent relationships. However, due to the surge in internet usage and purchases as well as the rapid advancement in digital technology—from tablets, smartphones, and other electronic devices to the multitude of online mobile devices and social media—direct marketing has undergone significant transformation today (Kotler and Armstrong, 2018).

Personal selling includes direct interactions between sellers and customers through phone calls, emails, social media, or online video conferencing, among other methods that are very effective in difficult sales situations. The goal should be to demonstrate how the company can meet customer needs with information and solutions (Kotler and Armstrong, 2018).

Public relations functions to promote goods, people, places, ideas, activities, organizations, and even national events. Although the cost of PR marketing is only a small fraction of the company's budget, PR can be a powerful tool for building branding, responsible for creating relevant marketing content that captures customers' attention (Kotler and Armstrong, 2018).

Sales promotion encourages potential customers to buy products. Certain components have enhanced sales promotion. First, the company's product managers prefer to increase current sales rather than using promotions as a short-term strategy. Second, there is more competition outside the company and other brands. Third, advertising has become less effective due to more media, higher costs, and legal restrictions. Finally, the offer is the center of consumer attention. The modern economy expects lower prices and better offers (Kotler and Armstrong, 2018).

Digital marketing also gives sellers more flexibility, allowing them to communicate with consumers anywhere and anytime through digital platforms such as computers, tablets, smartphones, the internet, social media, email, online videos, and mobile applications. Buyers and the marketers who serve them are greatly influenced by the widespread use of the internet and digital technology (Kotler and Armstrong, 2018).

Sponsorship is the process by which a company contributes funds or products to an activity in order to meet its marketing and business goals. According to Pickton and Broderick (2005), sponsorship can be utilized in a variety of contexts to obtain a competitive edge or as a component of a growth plan.

## **RESEARCH METHODS**

This research uses a quantitative descriptive approach. Quantitative descriptive research is a type of research that uses numbers to explain a situation. First, data is collected and interpreted, and then the appearance and results are examined (Arikunto, 2006). Sugiyono (2017) states that quantitative research, based on positivist philosophy, examines phenomena that can be accurately defined and applied to population and sample research. This method is used by researchers to collect relevant preference order data to determine the most favored IMC preferences among students at SMAS Harapan Utama.

According to Sugiyono (2019), the population is made up of individuals or items that the researcher has chosen to examine before drawing any conclusions. A population sample is utilized as a source of research data. Parents of 142 children from the 2024–2025 class of SMAS Harapan Utama Batam are included in this study. According to Kriyantono (2006) and Akkas (2016), the sample size of a known population is determined using Slovin's formula. 105.3 parents of SMAS Harapan Utama kids for the 2024–2025 school year will be utilized as samples; this number is rounded up to 106 parents.

Purposive sampling, which is the deliberate selection of informants based on their capacity to explain particular ideas, phenomena, or issues, was the method employed by the researcher. Purposive sampling was chosen to select respondents who meet specific criteria, namely parents/guardians of students at SMAS Harapan Utama who were involved in the school's IMC activities during the 2023–2024 academic year (Robinson, 2014). Respondents must be parents or guardians of children enrolled in the 2024–2025 school year who took part in SMAS Harapan Utama's Integrated Marketing Communication initiatives throughout the 2023–2024 timeframe.

Data was collected using a structured questionnaire distributed via Google Forms to parents/guardians of students in grades X, XI, and XII. The questionnaire consisted of 15 closed-ended questions designed to assess respondents' preferences for IMC activities. Komalasari (2011) states that a closed questionnaire is a questionnaire where the questions or statements do not allow respondents to answer according to their own opinions and desires.

The questionnaire used a five-point Likert scale, where 1 = Strongly Disagree and 5 = Strongly Agree, to measure respondents' preferences for various promotional media used by SMAS Harapan Utama

According to Sugiyono (2019), the validity test is used to evaluate the validity of the questionnaire. In this study, the researcher will use Pearson Product Moment with the Corrected Item-Total Correlation value as a reference. Corrected Item-Total Correlation is the correlation between the item in question and the total item. In general, a statement can be considered valid if the value is greater than 0.2 (Lupiyoadi, R. and Hamdani, 2006). Sugiyono (2017) defines the reliability test as the level at which measurements with the same object will produce the same data. In this study, the Cronbach Alpha value is used to evaluate the reliability of the variables. Variables with a Cronbach Alpha value greater than 0.6 are considered reliable (Sa'diyah et al., 2022).

To determine students' preferences for IMC activities, the average score of each dimension was calculated. The activities were then ranked based on their mean scores, with the highest-ranked activity indicating the most preferred IMC strategy.

**Table 1: Research Sample**

No	Research Sample	Total
1	Parents/Guardians of Grade X	33
2	Parents/Guardians of Grade XI	50
3	Parents/Guardians of Grade XII	23
Total :		106

Source: Researcher-processed, 2024

## RESULTS AND DISCUSSION

In this study, the respondents are parents or guardians of students enrolled in the 2024/2025 academic year who are already aware of SMAS Harapan Utama's Integrated Marketing Communication activities for the 2023-2024 period. Data was collected using a structured questionnaire distributed via Google Forms to parents/guardians of students in grades X, XI, and XII. The questionnaire consisted of 15 closed-ended questions designed to assess respondents' preferences for IMC activities.

To assist researchers in weighting, the IMC activities conducted by SMAS Harapan Utama are assigned codes from ADV1 to DIR1. The advertising activities of SMAS Harapan Utama are represented by the ADV variable through banners strategically placed in various locations in the city of Batam. The SP variable describes the school's sales promotion, which offers discounts to new students and the first wave of registrations at Harapan Utama School. The DM variable represents the school's digital marketing activities through the Instagram platform as a medium for school promotion. The DMT variable describes the school's digital marketing activities conducted on the TikTok platform.

The weighting results indicate that, with an average score of 3.22, statements ADV1 regarding the SMAS Harapan Utama banner being visible on the road passed and encouraging people to register at SMAS Harapan Utama, respectively, occupy the highest position, while statement ADV2 has the lowest average score of 3.36. The negligible

variation in average scores suggests that SMAS Harapan Utama's advertising efforts are being used efficiently. The ADV variable's overall weighted average score is 3.26.

Statement SP1, which indicates knowledge of a discount in the first wave of registration, ranks highest with an average score of 3.75, while statement SP2, which indicates knowledge of special prices for registrants from Sekolah Harapan Utama, ranks lowest with an average score of 3.87. The difference in average values can help identify what needs to be improved regarding the sales promotion of SMAS Harapan Utama. The total weighted average score of the SP variable is 3.80.

Next, from the weighting results, it is evident that statement DM2 about the informative and engaging content of SMAS Harapan Utama's Instagram occupies the highest position with an average score of 3.46, while statement DM1 about the existence of SMAS Harapan Utama's Instagram platform occupies the lowest position with an average score of 3.60. The difference in average scores may indicate how digital marketing at SMAS Harapan Utama, especially using the Instagram platform, will be conducted in the future. The total weighted average score of the DM variable is 3.52.

From the weighting results, it is known that the statement DMT3 about students' parents being able to easily obtain information about SMAS Harapan Utama through the TikTok platform occupies the highest position with an average score of 2.65, while the statement DMT1 about students' parents knowing about the TikTok platform owned by SMAS Harapan Utama occupies the lowest position with an average score of 2.69. The insignificant difference in average scores indicates how digital marketing activities through the TikTok platform are conducted by SMAS Harapan Utama. The total weighted average score of the DMT variable is 2.67.

Based on the weighting results, statement DIR3 about respondents who have ever received discounts on tuition fees and uniforms when their children were students at SMAS Harapan Utama occupies the highest position with an average score of 3.73. Statement DIR1 about parents of students who are aware of the SPP and uniform discounts occupies the lowest position with an average score of 3.89. The difference in average scores can help us understand what needs to be improved in the direct marketing strategy of SMAS Harapan Utama. The total weighted average score of the DIR variable is 3.81.

We can observe that the outcomes of the weighting process have been arranged according to their respective rankings. On the other hand, dimensions with the highest average weights will be ranked lowest, and those with the lowest average weights will be ranked highest. ADV (advertising with print media banners) comes in second, and DM (digital marketing using the Instagram social media) comes in third with a weight of 3.52. The digital marketing dimension with the TikTok platform (DMT) holds the top spot with a weight of 2.67. With a weight of 3.53, the SP dimension (digital advertising through social media) comes in at number four, while the DIR dimension (direct marketing), which entails providing uniforms and registration fee discounts to students who have previously attended Sekolah Harapan Utama, comes in last or fifth place with a weight of 3.81.

The weighting data for each dimension has been obtained. To generate the preferences of the parents of SMAS Harapan Utama, the data was then sorted based on its ranking. The first IMC activity chosen by the parents of students at SMAS Harapan Utama was digital marketing through the TikTok platform.

**Figure 1: SMAS Harapan Utama’s Digital Marketing TikTok**



Source: Researcher-processed, 2024

We are all aware of how well-liked it is by the general public and how many people watch it. Utilizing the TikTok social media platform, SMAS Harapan Utama produces interesting material that appeals to its TikTok audience and follows current social trends. SMAS Harapan Utama has 726 followers on TikTok under the @sharutagram account, which features a variety of imaginative content such as school tours, contests, and imaginatively presented school events. Numerous events and tournaments are also held by SMAS Harapan Utama. On TikTok, SMAS Harapan Utama presently has 726 followers. TikTok is undoubtedly a fantastic instrument for information and promotion since it can cost less and reach a wider audience. People of all ages now use social media on a regular basis. With a score of 2.65, the statement DMT3 about respondents who can readily get information about SMAS Harapan Utama on the TikTok platform also demonstrates this.

**Figure 2: SMAS Harapan Utama’s Advertising Banner**



Source: Researcher-processed, 2024

Advertising with banners positioned thoughtfully across Batam is the second activity of SMAS Harapan Utama's IMC. The new academic year's student admissions and SMAS Harapan Utama's planned activities are typically advertised on banners. The ADV1 and

ADV3 variables show that the majority of respondents have seen the banner on the highways they travel, with the highest weight being 3.22, per the weighting results. This suggests that the SMAS Harapan Utama banner's placement is appropriate as the target audience, who are also study participants, can view the banner. With the lowest weight of 3.36, the ADV2 variable shows that the SMAS Harapan Utama banner is still not informative. The primary goal of advertising, particularly banner placement on roads, is to give the viewer a sense of confidence, claim Wono & Aji (2020). In this instance, parents searching for a school for their kids are anticipated to become more interested. SMAS Harapan Utama needs to evaluate and enhance since the ADV2 variable is at the bottom of that dimension.

**Figure 3: SMAS Harapan Utama’s Digital Marketing Instagram**



Source: Researcher-processed, 2024

The third IMC activity, which uses Instagram for digital marketing, was selected by the parents of SMAS Harapan Utama students. Instagram is used by SMAS Harapan Utama as a medium for school marketing and information. The TikTok platform is comparable to this. Additionally, SMAS Harapan Utama's Instagram account, @sharutagram, has a wide range of content. Documentation comes in numerous forms, from snippets of student learning activities that occur at the school to new student entrance posters (PPDB). The Instagram post of SMAS Harapan Utama is straightforward, entertaining, and captivating while maintaining its educational value. Depending on the submitted content, different subtitles are written for each piece of content. In order to match the Instagram feed's appearance, the content design is modified to fit the content's theme. When the Instagram platform's digital marketing dimensions are weighted, variable DM2, which has a weight of 3.46 for SMAS Harapan Utama's educational and interesting material on Instagram, comes in first. However, with an average score of 3.60, the variable DM1, which represents knowledge of the SMAS Harapan Utama Instagram platform, comes in last. Put another way, SMAS Harapan Utama's promotional efforts have been effective, but they still require assessment and modification in light of the objectives of the parents and guardians of SMAS Harapan Utama students.

**Figure 4: SMAS Harapan Utama’s Sales Promotion**





Source: Researcher-processed, 2024

In the initial wave of registration, sales promotions with discounts rank fourth in terms of IMC SMAS Harapan Utama activities' preferences. Additionally, there are exclusive savings for Sekolah Harapan Utama students. Between 10% and over 20%, there is a wide range of discounts available. Customers are tempted to buy when they see these discounts because they are temporary. According to Peter and Olson (2014), sales promotions might work as an incentive to get customers to buy something. Generally, flyers, social media, WhatsApp groups of parents and guardians of SMAS Harapan Utama kids, and banners placed in key areas of Batam are used to spread the word about sales or price reductions. Since sales promotion activities rank fourth in the parents' preferences for SMAS Harapan Utama kids, they need to be enhanced. With an average score of 3.75, statement SP1 about being aware of the discount during the initial registration wave ranks highest, while statement SP2 about being aware of the special price for applicants from Sekolah Harapan Utama ranks lowest. The two weighting results in the sales promotion dimension are as follows. This shows that efforts have been made to promote sales. It still needs to be reevaluated, though, because it is not ideal.

**Figure 5: SMAS Harapan Utama's Direct Marketing**

LEVEL	KATEGORI PESERTA DIDIK BARU		MUTU DAN GAYA BILANGAN		MUTU DAN GAYA BILANGAN
	REGULER	DISKON	REGULER	DISKON	
SD	2.000.000	1.500.000	2.000.000	1.500.000	2.000.000
SMP	3.000.000	2.500.000	3.000.000	2.500.000	3.000.000
SMA	4.000.000	3.500.000	4.000.000	3.500.000	4.000.000

Source: Researcher-processed, 2024

Distributing offers via WhatsApp Groups is the final or fifth IMC action, which is direct marketing. With a mean score of 3.73, the variable DIR3 pertaining to respondents who obtained tuition and uniform reductions during their children's time at SMAS Harapan Utama holds the top spot in the direct marketing dimension's average weighted results. Direct marketing initiatives are disliked by respondents, according to the research, and preference level also matters. This demonstrates that only 22.4% of responders are aware of the uniform and tuition price discounts. The majority of responders were not aware of the material because it was only shared via WhatsApp groups. As a result, the actions taken were not the best or most efficient.

The study's findings indicate that 55% of respondents are millennials, between the ages of 20 and 44. Millennials are more likely to turn to digital platforms as their main source

of entertainment due to the platforms' ease of use, ability to personalize material, and engagement, according to Yunianto (2024). A significant portion of millennials' entertainment now consists of viral content on social media, which speaks to their desire to interact and participate.

54% of the respondents were married women, according to the study's findings. This is also consistent with Yunianto (2024), which found that married respondents are more likely to view social media content for family purposes and that women are more likely to interact on social media.

TikTok introduced the "Browse as Guest" function, which enables users to view material without registering. As seen in Figure 1, TikTok SMAS Harapan Utama posts a variety of engaging content and student activity documentation, highlighting the fact that each of its posts receives over 1000 views.

According to a Time Magazine survey in the US, parents upload pictures of their unborn children even while they are still in the womb. This is seen as a kind of support that is greatly needed by parents in the early stages of parenthood. On a Wall Street Journal story published on May 2012, Steven Leckart coined the term "sharenting," which refers to this occurrence. This phrase blends the concepts of oversharing and parenting (Jati, 2020).

Sharenting is done by parents to show their parenting abilities, get social support and affirmation, chronicle their behavior, and participate in society (Hasanah, 2020). Sharenting is motivated by six factors: curiosity, competence, love, self-esteem, need for worth, and need for self-actualization. But according to Novi Hidayanti(2020), parents frequently share content on social media platforms, either intentionally or inadvertently, by uploading images or videos of their private life.

The issue of sharenting is further supported by the use of WhatsApp Groups by SMAS Harapan Utama teachers as a communication tool with the parents/guardians of SMAS Harapan Utama students. This group's teachers often give parents and guardians different updates regarding the academic progress of SMAS Harapan Utama's students. Wilantara and Maharani (2020) claim that a WhatsApp group makes it easier for parents and educators to communicate with one another and share educational resources.

Thus, TikTok's Browse as Guest feature, the sharenting phenomenon, and the usage of WhatsApp as a communication tool between educators and parents/guardians may strengthen the reason why TikTok digital marketing is the top choice for parents/guardians at SMAS Harapan Utama.

**Table 2: SPSS Analysis Results**

<b>Variable</b>	<b>Mean</b>	<b>Validity</b>	<b>Reliability</b>
ADV1	3.21	.677	.810
ADV2	3.36	.744	.738
ADV3	3.21	.701	.786
SP1	3.75	.756	.651
SP2	3.86	.599	.814
SP3	3.78	.649	.763
DM1	3.61	.821	.914
DM2	3.47	.838	.898

DM3	3.50	.884	.863
DMT1	2.68	.912	.967
DMT2	2.66	.954	.935
DMT3	2.64	.927	.955
DIR1	3.90	.816	.910
DIR2	3.83	.879	.859
DIR3	3.74	.839	.895

Source: Researcher-processed, 2024

## CONCLUSION

Following a pre-survey conducted during the two years of the pandemic, the researcher spoke with the principal of SMAS Harapan Utama. SMAS Harapan Utama Batam has executed four of the seven Integrated Marketing Communication (IMC) activities: digital marketing, sales promotion, direct marketing, and advertising. However, after two years of putting IMC activities into practice, the school felt a little overwhelmed by the COVID-19 pandemic. The purpose of this study is to ascertain the preferences of parents or guardians for Integrated Marketing Communication (IMC) during the 2024–2025 academic year. This study aims to identify the most effective and preferred IMC strategies among parents or guardians, which will serve as a basis for future IMC activity evaluation and implementation.

The researcher can make a number of conclusions from this research and discussion. Based on parents' and guardians' preferences, digital marketing through TikTok is the most favored IMC activity, with an average weight of 2.67. Advertising, sales promotion, direct marketing, and digital marketing through the Instagram platform come next.

TikTok's Browse as Guest feature, sharenting, and the use of WhatsApp by parents and instructors further illustrate why TikTok digital marketing has become the preferred option for parents and guardians of children at SMAS Harapan Utama.

The company needs to leverage digital platforms like Instagram and TikTok for cost efficiency and promotional effectiveness, while also considering the establishment of a dedicated digital marketing division to be more focused and aligned with the target audience. In addition, it is important to design content that aligns with the identity and image the company wants to build. IMC activities, especially direct marketing, should also be expanded not only through WhatsApp Groups and social media but also by utilizing email blasts and websites to reach a wider and more targeted audience.

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