

# Strategic Marketing Plan Using Integrated Marketing Communication For Enhancing Brand Awareness At Sekolah Alam Lampung

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**Abstract:** *According to data from the Ministry of Education, Culture, Research, and Technology for 2024, Bandar Lampung has 1,161 schools, comprising 244 public and 917 private institutions. With the growing number of schools in Bandar Lampung, educational institutions face increasing competition to develop effective marketing strategies that attract and retain students. Sekolah Alam Lampung has identified challenges within its current brand awareness, which have resulted in lower student enrollment. This thesis aims to address these issues and enhance the system to increase enrollment numbers. This study employs a mixed-method approach, utilizing both quantitative and qualitative analysis. The quantitative analysis will use descriptive statistics from an online survey, while qualitative analysis will incorporate strategic marketing tools such as SWOT Analysis, the Marketing Mix (7Ps), Value Proposition Canvas, Customer Persona, PESTEL Analysis, Porter's Five Forces, STP (Segmentation, Targeting, and Positioning), and Perceptual Map. After analyzing both internal and external factors, an Integrated Marketing Communication (IMC) strategy will be developed. Based on the analysis, it was found that SAL faces challenges in increasing brand awareness and attracting prospective parents. SAL's marketing approach has not been optimal in reaching its target market. The analysis also shows that parents highly value factors such as curriculum, religious values, and academic reputation when choosing a school for their children. SAL's talent-based education is considered very relevant by respondents. By employing IMC strategies like social media campaigns, promotional video series, school open houses, targeted digital ads, website optimization, interactive content creation, and printed and digital brochures, the school can enhance its brand awareness and consistently communicate its message. SAL can implement the following recommendations: referring to IMC for Marketing Activities and Implementation Plan. To implement the IMC that has been developed, additional marketing personnel are needed for Sekolah Alam Lampung. In delivering messages to the target audience, Sekolah Alam Lampung must consistently highlight its strengths in every marketing content. Once implemented, marketing activities must also be monitored and evaluated for their performance.*

**Keywords:** Strategic Marketing, Sekolah Alam Lampung, Integrated Marketing Communication, Brand Awareness

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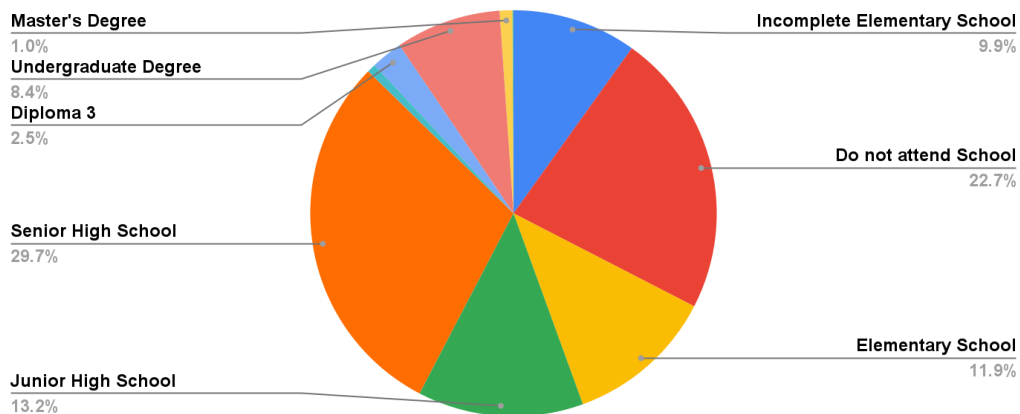
## 1. Introduction

The education sector in Indonesia faces several challenges that must be promptly addressed by

the government. With the ambition to become Indonesia Emas (Golden Indonesia) by 2045, the government must prepare a generation equipped with knowledge and skills for sustainable development. Students must also be prepared to adapt to the rapidly changing times. Currently, Indonesia faces several challenges in the education sector, including poor educational facilities and infrastructure, low-quality teachers, and uneven access to quality education, which significantly affects children from low-income households and individuals with disabilities.

Under the current education system, students typically spend 21 years completing their education before entering the job market; however, many graduates remain uncertain about securing employment even after graduation. In today’s world, individuals who are creative and imaginative are in high demand, as technical roles can be replaced by machines or artificial intelligence. When unemployed, individuals often lack clarity on how to generate income, as they have not received any formal business education from a young age. Data from the International Monetary Fund (IMF) in April 2024 indicates that Indonesia has the highest unemployment rate in Southeast Asia at 5.2%, followed closely by the Philippines at 5.1%, Malaysia at 3.5%, Vietnam at 2.1%, Singapore at 1.9%, and Thailand at 1.1%. This situation underscores the urgent need to foster entrepreneurship to create more job opportunities.

**Population Statistics of Bandarlampung City by Education Level as of December 2023**



**Figure 1: Population Statistics of Bandarlampung City by Education Level**

From the data above, let us examine the education situation in one of Indonesia's cities, namely Bandar Lampung. According to data from the Ministry of Education, Culture, Research, and Technology for 2024, the number of schools in Bandar Lampung reaches 1,161, with 244 public schools and 917 private schools. However, despite the large number of schools in Bandar Lampung, data from the Department of Population and Civil Registration of Bandar Lampung City indicates that 22.7% of its residents do not attend school. This statistic shows that many residents in Bandar Lampung still lack access to education. This highlights the urgent need for both the government and the people of Lampung to work together in building a higher-quality education sector in Bandar Lampung. Programs focused on alternative education models, such as Sekolah Alam, can play a crucial role in addressing this issue and teaching essential skills to help them succeed in a rapidly changing world.

Since 2003, Sekolah Alam Lampung has produced many outstanding students. However, with the rapid advancement of time, numerous alternative schools have emerged for prospective students and parents to consider. One issue that needs to be addressed is the lack of significant

growth in student enrollment each year.

Over the past five years, Sekolah Alam Lampung has experienced a decline in student enrollment. The highest number of students was recorded in the academic year 2020/2021 with 346 students, while the lowest was in the academic year 2024/2025 with a total of 295 students. Ideally, student enrollment should increase year by year. This underscores the urgency of addressing the issue of low enrollment promptly. Failure to resolve this issue quickly and effectively could impact the school's financial condition, reputation or image, and long-term sustainability.

Based on the SWOT analysis conducted by Sekolah Alam Lampung's management, several key points can be highlighted as contributing factors to the low enrollment rates. In the internal analysis, with a considerable weight of 3.29, it was noted that SAL lacks human resources within its marketing division. As a school that adopts a differentiation business-level strategy, the marketing division should be a vital asset in executing SAL's strategy. The preliminary study also shows that brand awareness and Sekolah Alam Lampung's digital presence are significantly lacking. Among the 28 respondents, 21.7% were unfamiliar and 57.1% were somewhat familiar with Sekolah Alam Lampung. Additionally, 75% had not seen any marketing materials from SAL in the past six months, and 60.7% had never visited the website or social media of Sekolah Alam Lampung. From this analysis and preliminary research, it is evident that Sekolah Alam Lampung urgently needs a marketing strategy to immediately leverage its competitive advantage.

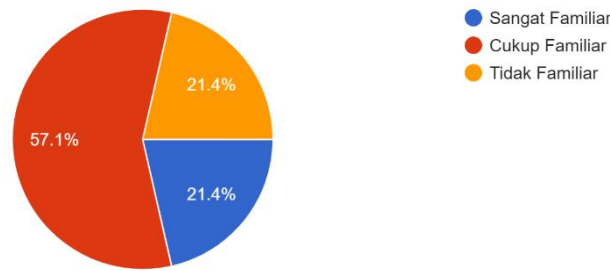
## **2. Literature Review**

This chapter explores the key factors contributing to the declining student enrollment at Sekolah Alam Lampung (SAL). Both internal and external elements are examined to identify the main challenges.

Based on the SWOT analysis conducted, Sekolah Alam Lampung's management identified a significant weakness, namely the absence of human resources in the marketing department. With a considerable weight of 3.29, this weakness has become one of SAL's primary areas of focus to address. As the school adopts a business-level strategy of differentiation, marketing must become a core asset in promoting the fact that SAL is distinct and has several advantages over other schools. In addition to the weakness factor, the opportunities factor also indicates many chances to collaborate with various stakeholders to maximize SAL's marketing efforts. Furthermore, the increasingly recognized concept of Sekolah Alam can be leveraged in campaigns to enhance the school's visibility by targeting a market interested in educational methods that emphasize environmental awareness, religion, and entrepreneurship. Therefore, a marketing strategy is essential because SAL has not yet maximized the role of marketing in a school that fundamentally uses differentiation as its core strategy.

To further assess whether Sekolah Alam Lampung urgently needs to implement a marketing strategy, a preliminary study was conducted. This initial research aimed to evaluate awareness, perceptions, marketing effectiveness, digital presence on social media, and interest in Sekolah Alam Lampung. The survey respondents were parents who are currently searching for a school or whose children attend schools other than Sekolah Alam Lampung.

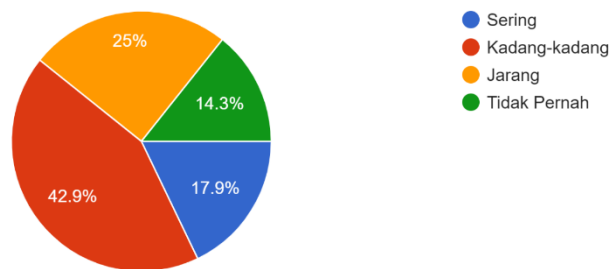
Seberapa familiar anda dengan Sekolah Alam Lampung?  
 28 responses



**Chart 2.1: How Familiar You With Sekolah Alam Lampung?**

The survey results showed that, out of 28 respondents, 21.4% were not familiar, 57.1% were somewhat familiar, and 21.4% were very familiar with Sekolah Alam Lampung.

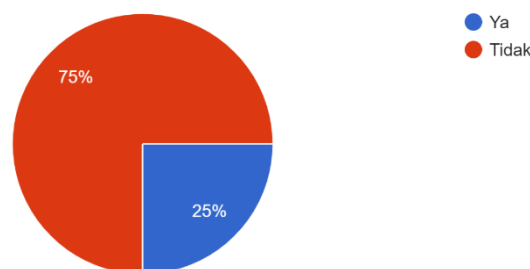
Seberapa sering anda melihat atau mendengar informasi mengenai Sekolah Alam Lampung dalam tiga bulan terakhir?  
 28 responses



**Chart 2.2: How Often They Had Seen Or Heard About Sekolah Alam Lampung In The Past Three Months**

When asked how often they had seen or heard about Sekolah Alam Lampung in the past three months, 14.3% responded never, 25% rarely, 42.9% sometimes, and 17.9% often.

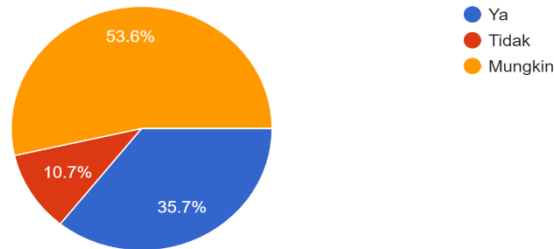
Apakah Anda pernah melihat materi pemasaran dari Sekolah Alam Lampung dalam enam bulan terakhir?  
 28 responses



**Chart 2.3: Had Seen Any Marketing Materials From Sekolah Alam Lampung In The Past Six Months.**

To gauge marketing effectiveness, respondents were asked if they had seen any marketing materials from Sekolah Alam Lampung in the past six months. A total of 75% of respondents had not seen any, while 25% had.

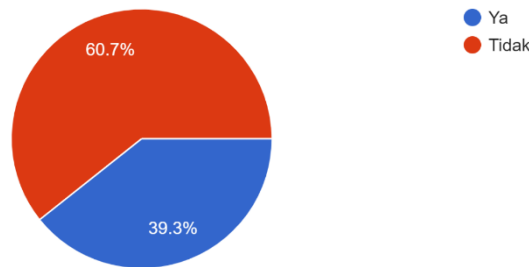
Apakah Anda pernah mempertimbangkan untuk mendaftarkan anak Anda di Sekolah Alam Lampung?  
 28 responses



**Chart 2.4: When Asked If They Would Consider Sending Their Children To Sekolah Alam Lampung**

Additionally, 53.6% of respondents answered "maybe" when asked if they would consider sending their children to Sekolah Alam Lampung, with 35.7% responding yes and 10.7% responding no.

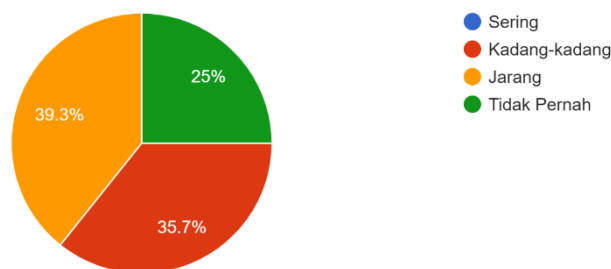
Apakah Anda pernah mengunjungi situs web atau akun media sosial Sekolah Alam Lampung?  
 28 responses



**Chart 2.5: Had Ever Visited The Sekolah Alam Lampung Website Or Social Media Accounts**

Regarding the school’s digital presence and social media, 60.7% of respondents had never visited the Sekolah Alam Lampung website or social media accounts, while 39.3% had.

Seberapa sering Anda melihat konten dari Sekolah Alam Lampung di media sosial (Instagram, Facebook, TikTok, dll.)?  
 28 responses



**Chart 2.6: How Often They Had Seen Content From Sekolah Alam Lampung On Social Media**

When asked how often they had seen content from Sekolah Alam Lampung on social media (Instagram, Facebook, TikTok, etc.), 39.3% responded rarely, 35.7% sometimes, 25% never, and 0% often.

The data reveals that Sekolah Alam Lampung's marketing efforts are significantly underperforming in reaching potential parents. 75% of respondents have not encountered any marketing materials, and 60.7% have never interacted with the school's digital platforms. However, there is evident potential, as 53.6% of parents are open to considering the school for their children. To capitalize on this opportunity, the school must invest in a comprehensive marketing strategy that focuses on increasing visibility, enhancing digital engagement, and converting interest into actual enrollments. To address these challenges, SAL needs to develop a comprehensive marketing strategy that highlights its unique strengths and targets the right audience effectively.

### 3. Results and Decision

Based on the online survey conducted, the researcher obtained a total of 205 respondents. The participants of this study were parents or guardians with children at the middle school level, aged 12 to 15 years, residing in Bandar Lampung and its surrounding areas. The survey results revealed that the majority of respondents, accounting for 81%, have children who are not enrolled in Sekolah Alam Lampung. Meanwhile, the remaining 19% comprise parents or guardians of students currently attending Sekolah Alam Lampung.

#### Value Proposition Canvas

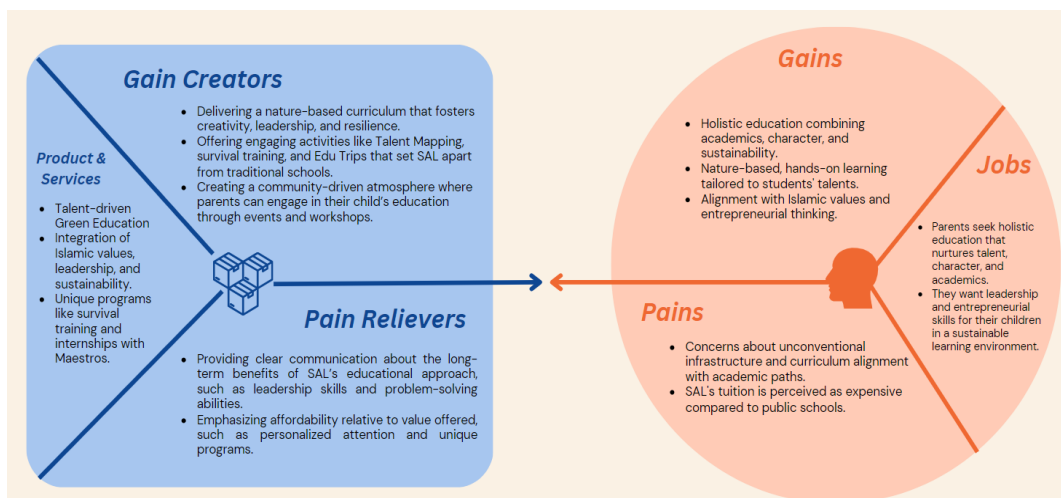


Figure 4.1: Value Proposition Canvas SAL

Sekolah Alam Lampung (SAL) offers Talent-driven Green Education, integrating Islamic values, leadership, and sustainability, along with unique programs like survival training and internships with Maestros. These provide value as Gain Creators, such as delivering a nature-based curriculum that fosters creativity, leadership, and resilience; offering engaging activities like Talent Mapping, survival training, and Edu Trips that differentiate SAL from traditional schools; and creating a community-driven atmosphere where parents actively participate in their child's education through events and workshops. To address customer pains, SAL provides clear communication about the long-term benefits of its educational approach, such as leadership and problem-solving skills, and emphasizes affordability relative to the value

offered, including personalized attention and unique programs. SAL's target customers seek holistic education that combines academics, character development, and sustainability, along with nature-based, hands-on learning tailored to students' talents, aligned with Islamic values and entrepreneurial thinking. However, customers may have concerns about the unconventional infrastructure and curriculum alignment with academic paths, and some perceive SAL's tuition as expensive compared to public schools. Parents also aim to find schools that nurture talent, character, and academics while fostering leadership and entrepreneurial skills in a sustainable learning environment.

Based on the VPC, there are several recommendations for SAL to better understand its product-market fit. To fulfill customer gains and address their pains, SAL needs to strengthen its communication in conveying the values gained from SAL. This can be done by using testimonials or stories from students and alumni to demonstrate the long-term impact of SAL. Additionally, showcasing a cost-benefit comparison can clarify that SAL's fees are proportional to the value provided. Targeted marketing with a strong focus on differentiation should be employed so that parents are attracted to what they see as unique compared to other schools. Furthermore, SAL should continue educational campaigns to promote the understanding of the Green Education concept and its Four Pillars.

### **Integrated Marketing Communication & Implementation Plan**

The first activity, the Social Media Campaign, is divided into three integration plans: Weekly Posts focusing on SAL's 4 pillars, testimonials from students and parents, and success stories of alumni. The weekly posts about the 4 pillars aim to increase engagement by 20% within three months and boost followers by 10% within six months. Testimonials from students and parents target a 10% increase in comments and shares over three months. Meanwhile, success stories are expected to achieve a minimum of 1,000 views per post and a 10% increase in shares. These three plans will be carried out alternately every week.

The second activity is a promotional video series featuring videos showcasing daily activities, unique teaching methods, and nature-based learning. This initiative aims to achieve an average of 1,250 video views within six months and a 20% increase in website visits from video links (500 to 600 clicks). The video series is planned to be uploaded at the end of each month, starting from January to July.

The third activity is a school open house event divided into two plans: guided tours of SAL facilities and workshops introducing SAL's teaching methods, along with a seminar on parenting and talent development. These activities are aimed at parents who wish to gain a deeper understanding of SAL's educational concepts. The open house targets 50-75 families per event, with a 30% conversion rate for inquiries. The seminar is also expected to contribute an additional 10% inquiries increase. The quality of these activities will be measured by aiming for 80% positive feedback and satisfaction rates from parents. Open houses are scheduled for early March and July, while seminars will be held in early February and June.

The fourth activity is targeted digital ads that highlight SAL's strengths, including talent-focused education and the four pillars. These ads aim to reach a specific audience identified in the customer persona. The campaign is expected to drive 25% more traffic to the website and generate further inquiries. This activity will be conducted from March to May.

The fifth activity is website optimization, which involves adding detailed pages on the curriculum, enrollment process, tuition fees, and facilities. Additionally, it includes adding

parent testimonials, FAQs, and a virtual school tour. This activity needs to be implemented immediately as other activities rely on the website as the main source of information. Adding detailed pages to the website will be completed in January, targeting a 30% increase in website traffic and an average time spent of three minutes per visitor. Parent testimonials and FAQs will be added in February, aiming for 500 engagements on the testimonial pages. Lastly, the virtual school tour feature will be added in March.

The sixth activity is interactive content creation, including polls, quizzes, and live Q&A sessions with teachers and successful alumni. This initiative is expected to boost engagement by 20%, with an average of 70 participants per live session. These activities will be conducted biweekly until July, with the possibility of continuing thereafter.

The seventh activity is the creation of printed and digital brochures to provide comprehensive infographics in a single file. The goal is to distribute 500 brochures and increase inquiries by 15%. This activity will be conducted alongside targeted digital ads from March to May. With these seven key activities, along with their defined targets and timelines, it is expected that Sekolah Alam Lampung will effectively execute and evaluate its marketing activities moving forward.

Implementing the activities outlined in the IMC with the established timeline can effectively enhance Sekolah Alam Lampung's brand awareness. The target audience will gain a better understanding of the educational approach promoted by SAL, ultimately influencing parents' decisions to enroll their children at Sekolah Alam Lampung. The formulation of the IMC and its implementation plan is based on data obtained from online surveys and interviews that explored parental preferences and weaknesses in the current strategy.

This thesis focuses solely on improving brand awareness. Therefore, further research is recommended for SAL to advance to the Customer Journey stage, enabling the development of long-term marketing strategies. If SAL's intended messages successfully reach their goals, it will positively impact the brand equity of Sekolah Alam Lampung.

#### **4. Conclusion**

This thesis aims to address the challenges faced by Sekolah Alam Lampung (SAL), particularly the low enrollment rates, by developing an effective marketing strategy. Based on the analysis, it was found that SAL faces challenges in increasing brand awareness and attracting prospective parents. This challenge is further compounded by increasing competition from other schools. Survey and interview results revealed that most parents are not deeply familiar with SAL's advantages, with 59% only somewhat familiar and not very familiar. Moreover, 75% of respondents reported that they had never seen or interacted with SAL's marketing content. This indicates that SAL's marketing approach has not been optimal in reaching its target market. Nevertheless, 53.6% of respondents expressed openness to considering SAL for their children, indicating a significant room for improvement for SAL. The analysis also shows that parents highly value factors such as curriculum, religious values, and academic reputation when choosing a school for their children. SAL's talent-based education is considered very relevant by respondents, with 88.8% rating it as important to very important. These factors provide a strong foundation for positioning the school as an excellent and holistic choice.

The first research question asks about the internal and external factors contributing to the marketing performance of Sekolah Alam Lampung (SAL). From an internal perspective, SAL

has several strengths and weaknesses that influence its marketing performance. One of SAL's key strengths is its unique and innovative curriculum, Green Education, which aligns with the national curriculum and focuses on analyzing and developing students' talents. Additionally, SAL has the advantage of implementing its four pillars, which include programs aimed at fostering leadership, Akhlakul Karimah (noble character), and entrepreneurship. SAL also offers affordable tuition fees compared to its direct competitors or other private schools in Bandar Lampung. Moreover, SAL features distinctive extracurricular activities, such as Survival Training, Internships with Maestros, and the Forest Festival, which can attract greater interest from prospective parents. However, SAL's weaknesses include a lack of personnel within its marketing team dedicated to developing its marketing strategies. SAL's digital presence is also limited, with 60.7% of respondents reporting that they have never visited SAL's website or social media platforms. To date, SAL has relied heavily on word-of-mouth marketing, with 71.4% of referrals coming from this channel. From an external perspective, SAL also has several opportunities and threats. SAL benefits from opportunities such as the growing demand among parents for a holistic education for their children. SAL can also increase its efforts in digital media to market its school concept more effectively and cost-efficiently. However, SAL faces threats that need to be anticipated in the future, such as competition from private schools that are also developing innovative curricula and more advanced facilities, economic challenges that prevent parents from affording private school tuition, and limited public awareness of SAL's value proposition due to weak branding.

The second research question asks which effective and efficient marketing strategies SAL should implement to emphasize its unique curriculum. Based on the Integrated Marketing Communication (IMC) proposed in the previous chapter, SAL should undertake several marketing activities to increase awareness of its unique curriculum. Key activities include weekly Social Media Campaigns showcasing student activities, testimonials, and infographics; Promotional Video Series highlighting flagship programs and facilities on YouTube and the school website; and School Open House Events held quarterly to engage 50-75 families with guided tours, workshops, and Q&A sessions. Additional efforts involve Targeted Digital Ads on Google and social media, Website Optimization with virtual tours and blog updates, Interactive Content Creation such as quizzes and live sessions, and distributing Printed and Digital Brochures to provide detailed information.

The third research question asks about an effective implementation plan for the formulated marketing strategies. Based on the timeline outlined in the previous chapter, SAL can recruit additional personnel for the marketing division and execute the plan according to the timeline. The Social Media Campaign is conducted weekly from early January to late July, with alternating content each week. Promotional video series are uploaded at the end of each month. School Open House tours are scheduled for the first week of March and July 2025, while seminars are held in the first week of February and June 2025. Targeted digital ads run from early March to the end of May. Website optimization is initiated as soon as possible, with additional details about the curriculum, admission process, tuition, and facilities added in January, parent testimonials in February, and a virtual school tour in March. Interactive content creation is carried out biweekly starting from the second week of January. Lastly, printed and digital brochures are produced and distributed beginning in early March. By adhering to this implementation timeline, SAL is expected to increase awareness and visibility effectively.

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### Conflict of Interest Statement

The authors declare that there is no conflict of interest regarding the publication of this paper.

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