

ABSTRACT

Effective and directed communication has an important role in an education service's marketing. Starting from advertising, sales promotion, public relations, personal selling up to direct marketing. All of those elements are closely related to marketing communication mix and promotion mix.

The research question of this thesis is analyze school's communication marketing strategy which is done by the communication marketing of SMA Santa Maria Surabaya in registration of new students (PSB). A qualitative descriptive which figures the implementation of the marketing communication's model and strengths and weakness other thing is identity the backgrounds. The writer did the analysis of the data by using integrated marketing communications strategy model by George E. Belch and Michael A. Belch. This study is expected as the evaluation of school's marketing communication strategy which is implemented in SMA Santa Maria Surabaya.

The result of the analysis to the school's strategy marketing communication in the registration of the new students in SMA Santa Maria Surabaya shows that the model and format from Belch have been conducted. But the communication tools which are implemented still have minimum creativity and run for its own. Therefore, in facing the competition of education service in open marketing recently, it's needed creative efforts in promotion mix. So there's significance improvement in the registration of the new students.

Marketing communication strategy which was done by SMA Santa Maria Surabaya, practically it hasn't maximized the communication platforms which are included in Belch's model. Therefore, in order to improve the activated marketing communication strategy, the writer suggests various techniques and tactics, so it can the achieve goals which have been expected.

Keywords: marketing communications mix, promotion mix, integrated marketing communications, marketing communication strategy