

## Strengthening Brand Image through Integrated Marketing Communication: A Case Study of Sekolah Kak Seto's Approach to Educational Service Marketing

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### Original Article

### ABSTRACT

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**Introduction:** This study aims to analyze the marketing communication strategies implemented by Sekolah Kak Seto in an effort to enhance the institution's brand image. The research is motivated by the growing importance of integrated marketing communication in shaping a positive public perception of educational institutions, particularly amid increasingly competitive conditions. The research question formulated is: "How does Sekolah Kak Seto implement marketing communication strategies to improve its brand image?".  
**Methods:** This study employs a descriptive qualitative method, with data collected through interviews, observations, and literature reviews.  
**Results:** The findings indicate that the strategies applied are based on the Integrated Marketing Communication (IMC) framework, which includes advertising, sales promotion, public relations, personal selling, and direct marketing.  
**Conclusion:** These strategies have been proven to positively impact the enhancement of the brand image and the overall growth of Sekolah Kak Seto.

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## 1. Introduction

Education plays an essential role in shaping the character and potential of a child. The learning process is not only about academic concepts but also about building life skills, ethics, character, and moral values that shape a child's personality. Through education, children are nurtured to develop creativity, critical thinking, and adaptability in facing challenges in their environment.

Along with the growing public awareness of the importance of holistic and child-friendly education, educational institutions are required to continually innovate and strengthen their competitiveness. One strategic approach needed is marketing communication, which aims to build a positive institutional image and expand the reach of information to prospective students and parents. Today, schools do not only function as places of learning but also must market their services professionally and systematically (Trianto, 2021).

Marketing strategies for educational services in schools, such as the application of the 7P marketing mix, play a significant role in increasing prospective students' interest through a combination of product, price, promotion, place, people, physical evidence, and process (Iqomah & Dewi, 2025). Effective marketing can improve the institution's image and increase enrollment. Marketing strategies are needed to ensure that schools can attract attention and maintain the trust of various stakeholders. Through marketing activities, educational institutions can provide information to the public about their products, such as introducing flagship programs and showcasing achievements already attained by the institution (Behri, 2021). Through effective communication with consumers, stakeholders gain trust from the messages communicated by the institution. This trust will influence consumer decisions in making a purchase (Wibowo, 2021).

Although marketing communication has been widely studied in the context of formal educational institutions such as public and private conventional schools, there is still a gap in the literature regarding the implementation of integrated marketing communication in non-conventional educational institutions, such as homeschooling and special schools based on individual children's needs. In fact, such institutions have unique and more challenging marketing dynamics, as they need to build trust through personalized approaches and specific values that are not commonly found in formal institutions.

Sekolah Kak Seto, under the auspices of PT Kazeto Putra Perkasa, is an example of a non-conventional educational institution that implements various educational models—formal, informal, and non-formal—through its units: Kak Seto School, Sekolah Khusus Kak Seto, Homeschooling Kak Seto, and Kak Seto Learning Center. Founded on April 4, 2007, this institution carries the vision of becoming a quality, child-friendly school that encourages the creative and enjoyable development of children's potential.

In this context, an appropriately designed marketing communication strategy is needed to introduce these unique educational services to the wider public while building a strong and trustworthy brand image. Through marketing strategies, a company can shape consumer perceptions and create a sense of need and urgency to purchase a product (Alvarhesa, 2023). In the development of the business world, marketing communication is no longer limited to merely offering or promoting goods or services to consumers but has become part of a broader strategy for corporate image building (Wattimena, 2024). In the field of education, the urgency of marketing communication is increasingly being felt. Schools, as institutions, need to apply the concept of integrated marketing communication to support the learning process (Turmudi & Fatayati, 2021). It is important for companies to realize that consumers often associate a good brand image with the quality of the products offered

(Ervania & Aw, 2022). Brand image is related to attitudes, beliefs, and preferences towards a brand. Consumers with a positive image of a brand are more likely to make a purchase. A good image is crucial for a company, not only to attract consumers in choosing products or services but also to assess customer satisfaction attitudes towards the company. Brand image reflects what consumers think and feel when hearing or seeing a brand name and is shaped by their previous experiences with the brand, representing consumer perceptions about attributes, advantages, users, usage situations, and characteristics of marketers or producers of the product (Widianto & Dion Dewa Barata, 2023).

Based on the background described above, this study examines the marketing communication strategies at Sekolah Kak Seto in enhancing its brand image. The research problem formulated is: How does Sekolah Kak Seto implement marketing communication strategies? The reason for conducting this research is the need for an appropriate school marketing communication strategy to improve the institution's brand image.

## **2. Theoretical Framework**

### **2.1 Marketing Strategy**

According to Assauri, every company has the goal of surviving and growing, which can only be achieved by maintaining and increasing the company's level of profit (Anisa & Mustofa, 2021). This effort can only be realized if the company is able to sustain and improve its sales by attracting and retaining customers, as well as striving to dominate the market. This goal can be reached if the marketing division of the company implements optimal strategies to take advantage of available marketing opportunities, thereby maintaining and even improving the company's position in the market.

In developing its marketing strategy, Sekolah Kak Seto emphasizes customer-centered approaches by tailoring programs and communication efforts to meet the specific needs of prospective students and parents. This strategic alignment reflects the argument by Anisa & Mustofa, (2021), who highlight that a well-implemented marketing strategy is a significant driver of organizational growth, particularly when supported by innovation and responsiveness to consumer demands. By continuously innovating its promotional activities—ranging from program-specific campaigns to interactive communication platforms—Sekolah Kak Seto ensures that its marketing remains relevant and impactful in attracting its target audience.

In this study, marketing strategy is used as the basis for formulating observation and interview questions related to how Sekolah Kak Seto designs and implements marketing activities to reach prospective students and parents. Several aspects observed in relation to marketing strategy include the approaches used, the value proposition offered, and the innovations carried out. More broadly, this study also explores the school's marketing communication efforts and brand image enhancement at Sekolah Kak Seto.

### **2.2 Marketing Communication**

According to Kotler and Keller as cited in Aprianti, W., Sarkum & Halim, (2021), marketing communication is a means by which companies seek to inform, persuade, and remind consumers, as well as explain why the product should be used. Marketing communication allows companies to associate their brands with people, places, experiences, and emotions to drive sales and even influence other value perceptions. Meanwhile, Shimp defines marketing communication as a critical and decisive factor in the success of

marketing. It is also described as an activity aimed at guiding decision-making and facilitating more satisfying exchanges (Rizky et al., 2023). Marketing communication is divided into five models: advertising, sales promotion, public relations, personal selling, and direct selling (Yudha & Nuraryo, 2024).

1. Advertising: This refers to mass communication through newspapers, magazines, radio, television, and other media, or targeted communication specifically designed for business-to-business customers or end users. In this study, advertising is explored through questions regarding the types of advertising media used, such as social media, banners, and digital ads.
2. Sales Promotion: This includes all marketing activities that aim to stimulate quick purchase actions or encourage purchases within a short timeframe. In this study, sales promotion is examined through questions related to discounts, incentive programs (such as early registration promos), and service bonuses.
3. Public Relations: Public relations encompass all planned communications, both internal and external, between an organization and all its audiences to achieve specific objectives based on mutual understanding. In this study, public relations are observed through school activities such as parenting webinars, social events, and community engagement programs.
4. Personal Selling: This is a form of direct communication between a salesperson and prospective buyers, where the salesperson attempts to assist or persuade the potential customer to purchase the offered product. In this research, personal selling is traced through direct interactions between school staff (customer service) and prospective students' parents.
5. Direct Selling: This involves the company or organization communicating directly with prospective target customers with the intention of eliciting a response or sales transaction. In this study, direct selling is identified through the use of communication tools such as WhatsApp, Instagram direct messages (DMs), and telemarketing to establish direct contact.

Based on these expert perspectives, it can be concluded that marketing communication involves a series of activities aimed at delivering strategic messages to target consumers. In schools, marketing communication involves promotions, social media, school websites, and various other communication channels. The function of marketing in education is to create a positive institutional image to attract prospective students. Therefore, educational institutions must undertake various efforts to achieve this goal (Mahmud et al., 2022). Effective marketing communication can help highlight the school's uniqueness, quality educational programs, adequate facilities, and core values.

### 2.3 Brand Image

The definition of brand image, according to Kotler and Keller, refers to the perceptions and beliefs held by consumers, as reflected in the associations embedded in their memory. Brand image originates from the overall consumption experience of consumers, and the quality of service perceived by consumers plays a significant role in shaping that experience (Mahmud et al., 2022). A company with a positive brand image is more likely to be remembered by consumers and gain wider recognition within the community .

According to Keller as cited in Samuel & Stefhani, (2020), the dimensions of brand image are divided into three main aspects: Attributes, Benefits, and Attitudes.

1. **Attributes:** Attributes refer to both directly and indirectly related characteristics of a brand, such as price, packaging, and user imagery. In the qualitative context of Sekolah Kak Seto, attributes can be explored through prospective students' perceptions of the school's flagship programs, available facilities, and general school image.
2. **Benefits:** Benefits are associated with the personal evaluation of consumers regarding the advantages gained from the product or service. In the qualitative assessment of Sekolah Kak Seto, benefits can be explored by gathering information on the perceived benefits felt by parents and students regarding the offered educational programs.
3. **Attitudes:** Attitudes reflect the consumer's overall evaluation of a brand, including consumer knowledge, brand trust, emotions, feelings, and the likelihood of making a purchase decision. In this study, attitudes are explored through the informants' expressed opinions and feelings about the school's reputation, trust in the staff, and service experiences provided by the school.

Furthermore, according to Yolanda et al., (2022), brand image characteristics consist of three components: corporate image, user image, and product image.

1. **Corporate Image:** This refers to the combination of associations perceived by consumers towards the company producing the goods or services.
2. **User Image:** This represents the set of associations consumers perceive about the users of a product or service.
3. **Product Image:** This relates to the associations perceived by consumers concerning the goods or services offered.

From these expert perspectives, it can be concluded that a school's brand image encompasses the perceptions held by the community, students, and parents towards the school. Brand image reflects the identity, reputation, and unique characteristics that differentiate the school from others. Setiawan, (2024) states that there is a positive relationship between brand image and parents' decision-making; when a school's brand image is favorable, parents' decisions to choose the educational services provided by the school will also be positive.

#### 2.4 The Influence of Marketing Communication on Brand Image

Effective marketing communication can significantly influence a school's brand image. A positive brand image can enhance the school's attractiveness within the community. Effective marketing communication is not merely one-way but involves interaction with the public. Positive responses from students, parents, and the community can further strengthen the school's brand image. The most effective integrated marketing communication (IMC) strategy for increasing student enrollment involves maintaining the school's image and fostering good relationships with all parents and alumni (Arwani et al., 2024). This study aims to operationalize these concepts by observing and inquiring how each element of the marketing communication strategy (IMC) influences parents' and prospective students' perceptions of Sekolah Kak Seto. In-depth interviews were conducted to explore the relationship between specific marketing activities (such as webinars or enrollment discounts) and perceptions of the school's professionalism, care, and quality. Meanwhile, observations were directed at assessing community responses to the communication messages delivered by the school across various channels.

### 3. Methods

This study employed a descriptive qualitative approach, aiming to provide an in-depth description of the phenomena observed in the field, specifically the marketing communication strategies implemented by Sekolah Kak Seto. According to Saldaña, (2024), qualitative research is a procedure that produces descriptive data in the form of written or spoken words from research subjects as well as observed behaviors. Data collection was carried out in three stages: in-depth interviews, participant observation, and literature review.

The interviews were conducted in a semi-structured manner using an interview guide based on the Integrated Marketing Communication (IMC) theory. The aspects explored covered five main IMC elements: advertising, sales promotion, public relations, personal selling, and direct marketing. The study involved 10 informants, consisting of 1 school principal, 4 marketing and public relations staff, and 5 parents of prospective students.

Informants were selected using a purposive sampling technique, with selection based on specific criteria aligned with the research objectives. These criteria included having sufficient knowledge, direct involvement, or relevant experience in marketing communication activities at Sekolah Kak Seto, either as implementers or as target audiences. The primary research instruments were an interview guide developed from IMC theoretical indicators and a participant observation guideline. Interviews were conducted face-to-face and documented through audio recordings and field notes. To ensure data validity, source and method triangulation were applied by comparing data from various parties (both internal and external to the school), direct observations of marketing activities, and official promotional documents such as social media content, brochures, the school's website, and digital advertisements.

### 4. Result and Discussion

Sekolah Kak Seto is a non-conventional educational institution established in 2007 under the management of Yayasan Kazeto Putra Perkasa, offering a variety of educational programs ranging from formal, informal, to non-formal education. It is located at Jl. Raya Parigi Lama No. 3A, South Tangerang. Based on interviews with the school principal, marketing staff, public relations staff, and parents of prospective students, it was found that Sekolah Kak Seto implements an Integrated Marketing Communication (IMC) strategy to build and enhance its brand image. The following is the model of the marketing strategy applied at Sekolah Kak Seto.

A detailed description of Figure 1, outlining the marketing strategy implemented by Sekolah Kak Seto, is as follows:

#### 1. Advertising

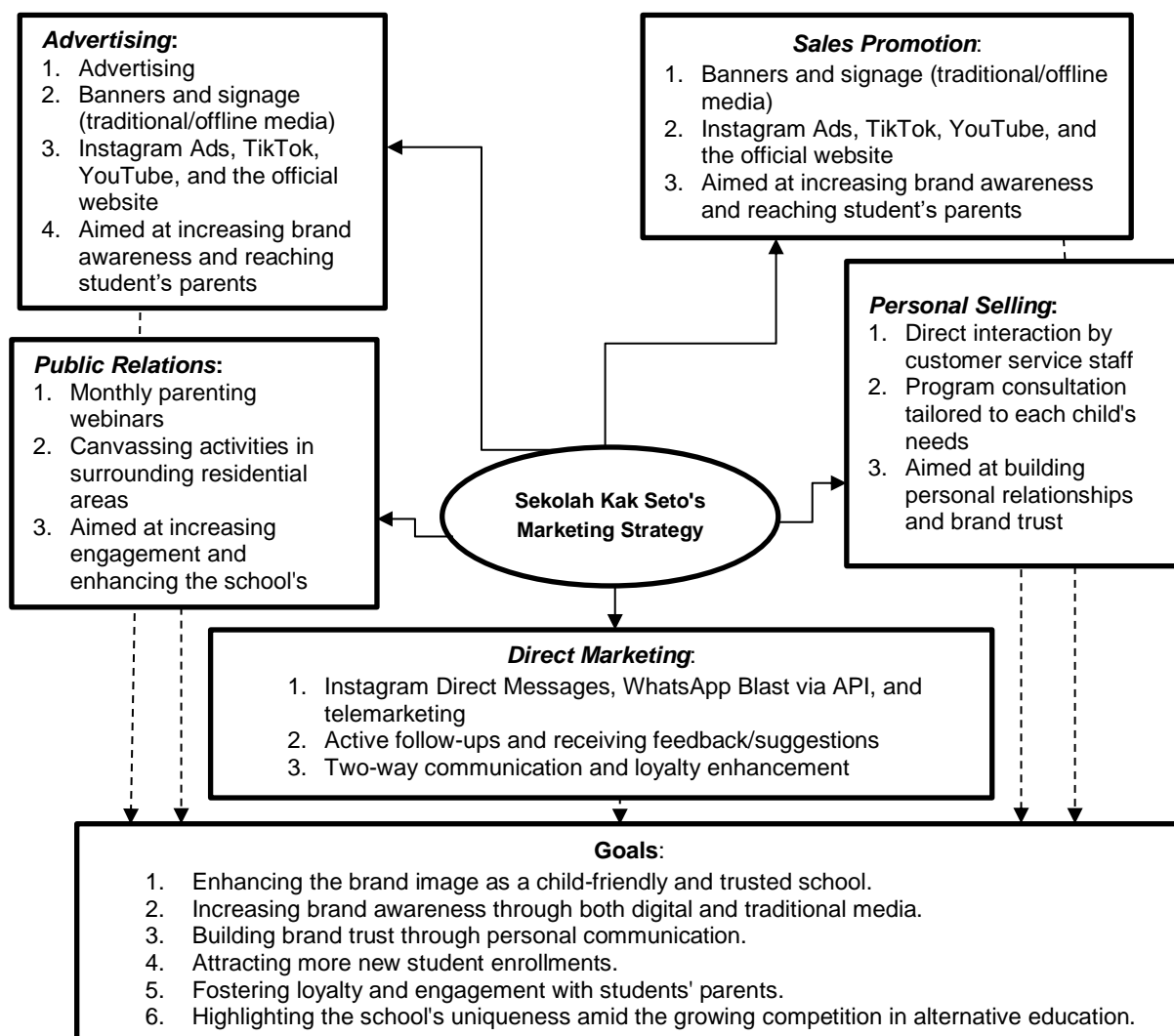
Sekolah Kak Seto utilizes both digital and traditional advertising media, including banners, signage, social media platforms (Instagram, TikTok, YouTube), and its official website. This strategy actively involves monthly Instagram Ads and Meta Ads campaigns.

Advertising practices at Sekolah Kak Seto are more complex compared to those discussed in previous studies (Alvarhesa, 2023), with social media emerging as an effective promotional tool for building brand awareness, especially among millennials and young parents familiar with digital platforms. This strategy is highly relevant considering that the school's target audience consists of parents seeking child-friendly and flexible educational models, such as homeschooling.

The implementation of Integrated Marketing Communication (IMC) at Sekolah Kak Seto reflects the importance of ensuring consistency and integration across all marketing channels, both online and offline. This aligns with Wattimena, (2024), who emphasized that

IMC-based promotional strategies integrating multiple media platforms are highly effective in strengthening brand image and consumer engagement, as demonstrated in the case of "Kopi Kenangan." Sekolah Kak Seto also strives to deliver coherent and coordinated messages through various communication media such as banners, social media platforms, the official website, and direct communication with prospective parents, ensuring that each channel reinforces the core message intended.

The application of digital advertising also aligns with the IMC concept proposed by Belch & Belch, (2021), which stresses the importance of delivering consistent messages across diverse channels. In the context of increasing competition among alternative education providers, an active digital presence helps strengthen the school's market positioning and efficiently reach potential consumers.



Source: Processed Data by Researcher, 2025

**Figure 1. The Marketing Strategy Model of Sekolah Kak Seto**

## 2. Sales Promotion

The sales promotion strategy at Sekolah Kak Seto includes offering early bird registration discounts, special programs like CIBI (Cerdas Istimewa Berbakat Istimewa), and incentives for the first ten registrants. This approach has proven effective in encouraging

parents to make quicker enrollment decisions. This aligns with (Augustinah et al., 2022), who emphasized that well-designed online marketing strategies play a crucial role in enhancing customer interest and increasing engagement, especially during periods of market uncertainty. By implementing targeted promotional offers, Sekolah Kak Seto effectively increases the perceived value of its educational services among prospective parents.

A study by Mushoffi & Supardi, (2024) found that short-term promotions in education tend to be more effective when combined with emotional value, such as limited-time offers that create urgency and a sense of exclusivity. This has been validated in Sekolah Kak Seto's context, where promotions not only focus on price discounts but also highlight program advantages tailored to children's needs.

### 3. Public Relations

Sekolah Kak Seto regularly conducts monthly parenting webinars covering topics on child-rearing and holistic education. These activities aim to foster emotional closeness with parents, build trust, and reinforce the school's image as a child-focused educational institution.

Webinars have proven to be more effective than traditional methods such as brochures or education fairs, as they facilitate two-way interactions and direct education for the target audience (Sivaramalingam et al., 2022). Compared to conventional strategies, this approach is better suited for institutions like Sekolah Kak Seto, which emphasize personal and family-centered values.

In addition to webinars, canvassing in surrounding residential areas is conducted to broaden communication outreach. This strategy supports Frew et al., (2013) theory that modern PR should foster active engagement rather than just one-way information dissemination.

### 4. Personal Selling

Based on interviews regarding personal selling strategies at Sekolah Kak Seto in enhancing brand image, it was revealed that the school utilizes personal selling as a communication tool to boost enrollment and strengthen its brand image.

Personal selling activities include maintaining good relationships between the school's Customer Service team and prospective parents. The Customer Service staff provide excellent service by explaining Sekolah Kak Seto's advantages, available programs, facilities, and offering program consultations tailored to each child's needs.

This strategy aims not only to promote the school as a high-quality educational institution but also to build trust and deeper engagement with prospective students and their parents. This is particularly relevant in the context of homeschooling and special needs education, where school selection involves highly personal decision-making processes. Personal selling is effective in building trust, especially for education services that rely on long-term relationships.

Results from this strategy indicate a positive increase in consumer satisfaction and their perceptions of Sekolah Kak Seto. By focusing on personal relationships and quality service, personal selling plays a crucial role in Sekolah Kak Seto's marketing communication efforts to enhance brand image and enrollment.

## 5. Direct Marketing

Based on interviews, the direct marketing strategy at Sekolah Kak Seto for strengthening brand image involves various direct communication tools, including Instagram direct messages, WhatsApp API blasts, and telemarketing.

Telemarketing fosters stronger customer relationships. Through telemarketing, the school's marketing team plays an active role in deepening relationships with parents. The team's responsibilities extend beyond mere promotion to include asking about the child's development, satisfaction with services, opinions on tutor teaching methods, and gathering feedback and suggestions. In the context of alternative education, this strategy enhances loyalty and trust. According to Ardiansa & Oetarjo, (2022), direct communication through personalized digital platforms is highly effective in building brand trust, particularly among parents who prioritize individual attention to their child's needs.

The implementation of this strategy has created an active two-way communication channel, allowing the marketing team to receive real-time consumer feedback, which is then used to improve service quality.

## 5. Conclusion

Based on the research findings, it can be concluded that the marketing communication strategy implemented by Sekolah Kak Seto follows an Integrated Marketing Communication (IMC) approach, encompassing five key elements: advertising, sales promotion, public relations, personal selling, and direct marketing.

The advertising strategy implemented by Sekolah Kak Seto uses both traditional and digital media, including banners, Instagram Ads, TikTok, YouTube, and the official website. Regular monthly Meta Ads campaigns help maintain consistent visibility among target audiences, especially young parents. This digital-based advertising approach aligns with (Prangga, 2022), who highlighted the importance of utilizing online marketing strategies and digital communication platforms to increase consumer reach and engagement during challenging periods such as the COVID-19 pandemic. This relevance remains critical even in post-pandemic educational marketing to address shifting consumer behavior toward online platforms.

One of the most significant findings is the effectiveness of personal selling and direct marketing, which foster personal communication between the school and prospective parents. This approach not only increases customer satisfaction but also strengthens brand trust and loyalty. This is in line with Pribadi et al., (2021), who emphasize that a combination of marketing mix and service quality significantly influences customer satisfaction and loyalty, especially in times of uncertainty or crisis.

In the context of alternative education institutions, personal communication has been proven to be a key element in shaping positive perceptions and differentiating the school from its competitors. In conclusion, the success of Sekolah Kak Seto's marketing communication strategy lies not only in the diversity of promotional channels but also in its ability to build meaningful relationships with its target audience. The conceptual implication of these findings highlights that integrated personal communication serves as a crucial foundation in strengthening brand image in the education sector.

Facing increasingly intense competition in the education industry, Sekolah Kak Seto needs to continuously innovate its communication strategies, particularly by enhancing two-way, personal, and educational communication to build loyalty and brand differentiation.

Strategies that emphasize emotional experiences of both parents and students will provide added value in fostering long-term relationships. For future research, it is recommended to expand the study by incorporating variables such as brand trust, customer experience, and customer engagement to gain a more comprehensive understanding of the factors influencing parents' decisions in choosing alternative education institutions. Additionally, employing a mixed-methods approach could be considered to quantitatively test the effectiveness of each communication strategy.

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