

CHAPTER I

INTRODUCTION

1.1 Background

Education is referred as the primary foundation and pillar in a country. This statement is included in the *Pembukaan Undang-Undang Dasar Republik Indonesia 1945* which stated that the national goal is to protect the whole nation and all of the Indonesian citizen and to improve general welfare, educate the nation, and participate in the implementation of world order based on freedom, eternal peace, and social justice. Retrieved from <https://student.cnnindonesia.com>

The awareness for the true meaning of education has an effect on deciding the quality of the inner welfare and the future of its citizens. Which is why the substance in education, teaching material and learning methodology, also the education management which is accountable should already be the main prior for the government. It is evident that the nations which achieved high level of cultural and technological advancement is being supported by the solid quality of education. Retrieved from <http://ekonomi.metrotvnews.com>

Based on the World Education Ranking data published by the Organization for Economic Co-operation and Development (OECD) stated that Indonesia placed at 57th from a total of 65 countries in the world. This statement indicates that the quality of education in our country is still falling behind comparing to the other countries. Retrieved from <https://student.cnnindonesia.com>

Indonesian Chancellor of the Exchequer, Sri Mulyani stated that based on the data which is presented by the Country Director of the World Bank for Indonesia, Rodrigo Cavez stated that Indonesia and Vietnam equally allocated 20 percent of their state budget for education. However, the result confirmed that Vietnam has an upper hand in terms of education quality compared to Indonesia (2017). Retrieved from <http://ekonomi.metrotvnews.com>

In Indonesia, after an individual completed their elementary, primary, and secondary education would be continued by a phase referred as higher education. The higher education itself is a path which prepared to fulfill a wider insight. The implementation for higher education has an objective to improve the learners which

is entering the career world while also train the learners to be able to interact and live well in the community. *Retrieved from <http://tesispendidikan.com>*

However, the present education existence in Indonesia is still considered as a problem as there are so many children of the nation which have not received any proper education and there are also some people who have not even sat on the school desk. In fact, these children also holding the rights which is equal compares to the other children who have received proper education. The direction in which our nations are heading is on these children's hands because they are the nation's next generation of successor. *Retrieved from <https://www.kompasiana.com>*

In this modern era, the higher education is considered as one of the spearhead as well as the benchmark of the nation's progress. Based on Altbach (1989), higher education became very important because that is the place where the individuals are being forged into professionals in many different field, various kind of knowledge is being produced and developed, and where various national dynamics began at the same time. Which is why, all the nations in the world are putting special attention towards developing the quality of their higher education. *Retrieved from <https://www.kompasiana.com>*

There are different resorts in which these nations are implementing in order to boost the competitiveness of higher education not only on national level, but also on international level. These resorts are impossible to work correctly if they were not supported by a good system (Gutmann, 1999). In other words, the higher education system has an important role and a huge influence towards the institution under it. *Retrieved from <https://www.kompasiana.com>*

The measurement of higher education quality in the world is being done on institution or university level. The institutes which handled the world university ranking such as Times Higher Education (THE), QS World University Rankings, and Academic Ranking of World Universities (ARWU). All 100 best universities are still dominated by the west nations such as United States, Canada, England, Sweden, Belgium, Germany, Australia, Netherlands, Denmark, Finland, and Swiss. *Retrieved from <https://www.kompasiana.com>*

There are only few nations in Asia which are able to compete such as China, Singapore, South Korea, and Japan. In 2016, only the QS World University Rankings placed Indonesia's University in the top 500 best universities in the world, *Universitas Indonesia* placed at 358th and *Institut Teknologi Bandung* placed at around 431st to 440th. Retrieved from <https://www.kompasiana.com>

The institute called *Universitas 21 (U21)* released the ranking on quality of the higher education system in 50 countries including Indonesia on 2015. On 2016, there has been a slight revision however there are not much changes on the previous rank. U21 is an institute where the world universities are collaborating especially on research and other academic activities. Since its establishment on the year of 1997, U21 now has more than 25 world's best universities which represents each continent. Retrieved from <https://www.kompasiana.com>

In Indonesia, the objectives for higher education are stated in the *Peraturan Pemerintah Nomor 60 Tahun 1999 pasal 2*, preparing the learners to become community members which have the academic skills and/or professional which able to implement, improving and/or, creating knowledge of technology and/or art. Develop and disseminate knowledge, technology and/or art while also seek the utilization to improve the standard of living of society and enriching the national culture. Retrieved from <http://tesispendidikan.com>

The higher education in Indonesia is divided into two groups which are Public Universities and Private Universities. The Public Universities are the ones that is run by the government themselves. In Indonesia, the Public Universities are managed by the Research, Technology, and Higher Education Minister of Republic Indonesia. While the Private Universities are the ones that is managed by a foundation or non-governmental organization. All of the Private Universities in Indonesia are coordinated by an agency called as *Koordinator Perguruan Tinggi Swasta (Kopertis)*. Retrieved from <http://sevima.com>

In 1994, Pelita Harapan University are founded by the Pelita Harapan Education Foundation which committed in the field of education. This commitment is reflected at the professional management, high-quality faculty and curriculum, as well as the scholarships given for outstanding students and those in need of financial

assistance. There is a total of three curriculum which UPH has such as leadership skills, ability to learn and interact, as well as character and attitude, UPH already has a reputation gained from the combination of knowledge, faith, and character. *Retrieved from <https://www.uph.edu>*

These past 10 years had been the year of technology where everyone is phasing out desktop and laptop computer and using their mobile phones to surf the web and interact with content. The price needed for these technologies are cheaper today than how it was 10 years ago. As such, the landscape of content marketing has changed as well. However, the content will only succeed if it delivers what the customers want, when, and how they want it. Nowadays, it is easy to keep up with the changing landscape when the reader invests in cutting-edge forms of content, video marketing for example. In this millennial age, video marketing is one of the few types of online material which provides relevance, flexibility, and value that customers want. *Retrieved from <https://www.forbes.com>*

Based on HubSpot, the video which is being played are remembered by 80% of customers. The most essential strengths which video marketing has is its visual and auditory attributes, which makes it better and easier to remember than text-based content. When the consumers remember the video marketing content, they will also remember the brand, which makes it profitable as well. On the bright side, there are some customers which also like to share the videos which they enjoyed, so there is a chance where we can expand the online reach. *Retrieved from <https://www.forbes.com>*

Video marketing also has an advantage which is compatible on all kind of devices. On the other hand, a company's content might not perform well on a browser system or given device, which would lead to traffic lost in business and decreased in conversion. Which is why, video marketing is more user-friendly and consumer-focused. Based on Forbes.com, video marketing stands out as a smart way to approach content marketing in 2017 and beyond. Video marketing is the best way to create emotion driven sales, on the other hand the consumers want to feel good about their choice, which makes the video marketing is the best way to create this feeling when done correctly. *Retrieved from <https://www.forbes.com>*

There is a traditional marketing strategy which is referred as the 4Ps that consisting of product, price, place, and promotion. In the 21st century, this marketing strategy has been deemed inadequate (Kotler, 2003). Which made a way for an alternative paradigm shift in marketing strategy referred as the 4As. The 4As consists of the similar four factors that is awareness, availability, affordability, and acceptability. This theory has been used by many marketers to cater to the requirements of the rural population. *Retrieved from <https://www.mbaskool.com>*

This marketing mix strategy is very useful towards the marketer because each of the factors defined the needs of customer towards the products which they have been offered to. The acceptability factor defines the standard of the product or service where it must meet with customers' expectations. Affordability factor has defined whether the target market can afford and willing to purchase the product or service. Whether the target market can easily purchase and used the products and service is defined in the accessibility factor. While the awareness factor is where the customers are informed about the benefits of the products which made the potential buyers willing to purchase the product. *Retrieved from <https://www.mbaskool.com>*

The 4As in marketing mix is essential for the making of video marketing content for a university. The acceptability attribute which stands for the standard of the product that needs to meet with the customers' expectations, can be used to determine the needed content of video marketing for a university to attract its consumers. While the affordability attribute can be used to informed and determined the expenses for the customers to be able to attend the university. Information regarding the location in order to access the university are used for the accessibility attribute. Lastly, the awareness attribute for a university can be an information about scholarships and unique attribute in the content of video marketing.

Picture 1.1 Footage of Universitas Pelita Harapan Video (2017)



Source: Youtube.com

1.2 Research Problems

1. What is the most essential indicator in Acceptability in the form of video marketing for higher education in Surabaya?
2. What is the most essential indicator in Affordability in the form of video marketing for higher education in Surabaya?
3. What is the most essential indicator in Accessibility in the form of video marketing for higher education in Surabaya?
4. What is the most essential indicator in Awareness in the form of video marketing for higher education in Surabaya?

1.3 Research Objectives

1. To examine what is the most essential indicator of Acceptability in the form of Video Marketing for higher education in Surabaya.
2. To examine what is the most essential indicator of Affordability in the form of Video Marketing for higher education in Surabaya.
3. To examine what is the most essential indicator of Accessibility in the form of Video Marketing for higher education in Surabaya.

4. To examine what is the most essential indicator of Awareness in the form of Video Marketing for higher education in Surabaya.

1.4 Research Contributions

The result of this research is expected to develop deeper knowledge regarding the existing theory about marketing mix. Specifically, this research will be beneficial for the following:

1. Current and future researchers
2. The author

For the current and future researchers are considered for the marketing or management students which will be conducting a research to find the most important indicators from the 4A Marketing Mix when they are going to make a video marketing for a certain university. The author which will be conducting the research or study will also gain the benefits when the author has successfully found the most important indicators from each of the variables from 4A Marketing Mix.

1.5 Research Limitations

The research which the author will working at are focusing on the effect of marketing mix theory known as the 4As which stands for acceptability, affordability, accessibility, and awareness towards the University selection of Universitas Pelita Harapan Surabaya in the form of video marketing. The arrangement for the research will be limited for customers/audiences that is currently a high school senior and/or their parents, there is no limitation for nationalities as they must be an Indonesian citizen. The suitable respondent which would participate in this research are those who are interested in continuing their education journey to university level.

1.6 Research Outline

CHAPTER I: Introduction

This chapter informed the research problems in detail for the reader. In this chapter, the author provides background information regarding the theory,

topic, and device which will be used for the research. It also contains the problems and objectives which is needed in order to complete the conducted research. The chapter also defines the benefits and limitation in which has an effect on the conducted research.

CHAPTER II: Literature Review

This chapter contains information regarding the research topic based on the published major studies and findings, while contributing to the past studies by adding new values in the study which is done in the past. This chapter also informed the reader regarding the description of theories which are applied for the conducted research problem, explanation about why it is essential, and how the modeling efforts address the hypothesis that is need to be tested further.

CHAPTER III: Research Methods

This chapter informed the reader about detailed technical and scientific activities, which contains information such as the research design, sampling plan, instrumentation, statistical tools, and the treatment of the data.

CHAPTER IV: Data and Analysis

This chapter explains about the object for the conducted research, organizing findings which is needed to address the research questions. This chapter also contains information on how these data are being collected, which are related to the theory and the past researchers have presented in the beginning of the study.

CHAPTER V: Conclusion

This chapter summarizes the conducted research by the author, while including both conclusions and recommendations that is needed in order to further improve the study of this particular research topic by its theoretical, methodological, and substantive contributions that is necessary in order to overcome the current limitations in the near future.