Communication Strategy of Jaya's Main Course and Training Institute in Attracting Students to Computer Training

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Abstract

Computer training aims to develop the ability of everyone, especially in the field of computers, where computers have become a big part of a technology that cannot be separated from human life activities, both work, school and other activities. This study aims to determine how the communication strategy of the main training course institution in attracting student interest in computer training. The research method used is descriptive qualitative research method with a research focus on communication strategies with the AIDA model, namely Attention, Interest, Desire and Action. Data collection techniques are done through observation and in-depth interviews with informants face-to-face so that it will produce clear data. The research shows that the communication strategy carried out is to use an advertising strategy which includes promotion through social media instagram, facebook, youtube and website and direct marketing. The most effective strategy is direct marketing which fosters relationships so that cooperation with several schools is established. In this case, students at the Utama Jaya Course and Training Institute (LKP) have increased. Based on the results of in-depth interviews conducted directly by researchers to the management of the institution, that the communication strategy that attracts the most prospective training students is direct marketing to schools where from this collaboration the school recommends to its students, especially vocational students majoring in Computer and Network Engineering (TKJ) and Software Engineering (RPL) to take computer training at the Main Jaya Training Course Institute (LKP) with the aim that students master the material to face computer practice exams.

Keywords: Communication Strategies; Student Interests; Computer Training

Abstrak

Pelatihan komputer bertujuan untuk mengembangkan kemampuan setiap orang terkhusus bidang komputer yang mana komputer sudah menjadi bagian besar dari sebuah teknologi yang tidak lepas dari aktivitas kehidupan manusia baik aktivitas pekerjaan, sekolah dan lainnya. Penelitian ini bertujuan untuk mengetahui bagaimana strategi komunikasi lembaga kursus pelatihan utama jaya dalam menarik minat siswa pada pelatihan komputer. Metode penelitian yang digunakan yaitu metode penelitian deskriptif kualitatif dengan fokus penelitian pada strategi komunikasi dengan model AIDA yaitu Attention, Interest, Desire dan Action. Teknik pengumpulan data dilakukan melalui observasi dan wawancara mendalam kepada informan secara tatap muka sehingga akan menghasilkan data yang jelas. Penelitian menunjukkan bahwa strategi komunikasi yang dilakukan adalah dengan menggunakan strategi periklanan (Advertising) yang meliputi promosi melalui media sosial instagram, facebook, youtube dan website serta pemasaran langsung (direct marketing). Strategi yang paling efektif adalah dengan pemasaran langsung yang menumbuhkan relasi sehingga terjalin kerjasama dengan beberapa pihak sekolah. Dalam hal ini siswa di Lembaga Kursus dan Pelatihan (LKP) Utama Jaya meningkat. Berdasarkan hasil wawancara mendalam yang dilakukan secara langsung oleh peneliti kepada pihak manajemen lembaga, bahwa strategi komunikasi yang paling banyak menarik minat calon peserta didik pelatihan adalah pemasaran langsung kepada pihak sekolah yang mana dari kerjasama tersebut pihak sekolah merekomendasikan kepada siswanya khususnya siswa SMK jurusan Teknik Komputer dan Jaringan (TKJ) dan Rekayasa Perangkat Lunak (RPL) untuk mengikuti pelatihan komputer di Lembaga Kursus Pelatihan (LKP) Utama Jaya dengan tujuan agar para siswa menguasai materi untuk menghadapi ujian praktek komputer.

Kata Kunci: Strategi Komunikasi; Minat Siswa; Pelatihan Komputer.

INTRODUCTION

Education is the main focus for human life in arranging a bright future. In a country, education is considered very important because it can develop ideology and realize the goals of a country. Education in Indonesia aims to educate the nation's life and develop Indonesian people as a whole. This goal is expected for everyone to have knowledge and skills, have a good personality, noble ethics and be able to bring the Indonesian state into a more developed country. The national education system is designed in Law Number 20 of 2003 (Rahman et al., 2021). Education units in Indonesia are divided into three categories as outlined in Law Number 20 of 2003 Article 13 Paragraph 1 which explains that "*Education pathways consist of formal, non-formal, and information education that can complement and enrich each other*".

Formal education is a structured and systematic educational unit starting from primary, secondary and higher level education. Non-formal education is an educational path that is carried out outside of the formal education path. Non-formal education is carried out in a planned manner that emphasizes more on the skills of students, the development of soft skills and hard skills in accordance with the training taken. Information education is an educational path with learning activities within the family and environment that are carried out independently (Darlis, 2017). These three educational paths should be an educational unit for the people of Indonesia. Especially in the non-formal education path that non-formal education has a function as a substitute, complement and supporter of non-formal education to improve the quality of education in Indonesia. So that non-formal education plays an important role in developing abilities with various trainings and courses outside formal education (Ganiadi, 2022).

This is what led to the birth of the Training Course Institute (LKP). In accordance with the statement in Law Number 20 of 2003 Article 26 Paragraph 5 which contains "Course and training is a form of continuing education to develop the abilities of students with emphasis on mastering skills, competency standards, developing entrepreneurial attitudes and developing professional personality". The law means that courses and training can meet the needs of people who need skills, knowledge, self-development, career fulfillment and support the continuation of higher education (Fauzi & Widiastuti, 2018). Currently, Indonesia is trying to reduce inequality in the use of digital devices through technology, one of which is computers that cannot be separated from the field of human life (Nursila, 2021). From this, of course, one's self-development is determined by the intended interests and desires.

Interest is defined as something that someone likes (Hayurika & Arief, 2015). Interest becomes a driving aspect for someone towards what they want to do. Interest arises from within humans who will actually give responses such as actions and feelings to do something that is in accordance with what they like and their purpose of liking it. Interest will influence a person in achieving their self-development process (Sugeng et al., 2020).

Interest cannot be separated from human self-driving factors, including students' interest in education, namely learning. Everyone will certainly feel education from the elementary level to a higher level. And it suits everyone's interests or needs. Interest becomes a determining factor for a person to achieve learning goals (Widiati et al., 2022). Student interest in learning is needed for the creation of a learning process and good results. Factors that influence interest in learning include internal and external factors (Dongoran & Yulia Syaputri, 2022). Internal factors include motivation and psychological states while external factors include encouragement from family, friends, and the environment. Interest in learning is also influenced by technological development factors. By supporting students to learn using technology will provide an increase in student learning interest, especially computer technology (Razilu, 2019). In addition to easier

access to information needed by students in learning, utilizing technology will also make students learn fresher.

Looking at the development of the current times, there are so many changes. Especially the development of information and communication technology. The development of technology changes the process of human life (Dermawan et al., 2021). Technology brings science that makes it easier for humans to support all human activities. The development of computer-based information and communication technology is one aspect of science that cannot be separated from almost all areas of human life. With the development of computer technology, an effort is needed to facilitate the mastery of computer sciences. So there needs to be learning or training that can foster someone to be proficient in utilizing the technology.

Communication is the only important aspect in all areas of life. Communication is a process of delivering messages from the communicator to the recipient of the message (Farahdiba, 2020). Communication that directly concerns social activities is marketing communication. Marketing communication in the form of disseminating information related to the product or service being promoted, influencing the public, persuading the public to be interested in the product or service offered with the results so that the public accepts and buys what has been promoted (Mardiyanto & Slamet, 2019).

It takes a strategic promotion, namely with a marketing communication strategy. Done in a planned and structured manner so that it will get results in accordance with the desired goals (Ilham et al., 2022). Marketing communication strategies are built by organizations or companies by conveying information related to products or services that will later be known to the public. From this promotion, it is expected to add high and sustainable selling value. A good marketing communication strategy is that people are familiar with the promotions that are marketed. But in this case, communication strategies alone are not necessarily enough to be able to bind people's attention, so there must be other communication strategies so that people believe.

In this study, researchers see that there are already several studies that are relevant to the title that they want to research at this time. The research discusses marketing communication strategies which certainly create different strategies from one another. ***First***, namely the research thesis of the Faculty of Tarbiyah and Teacher Training at the State Islamic University of Sumatra Medan written by (Ningrum, 2020) which examined the "Application of Total Quality Services (TQS) at the Main Course and Training Institution of Jaya Deli Serdang Regency". This research shows that the implementation of Total Quality Services carried out at the Utama Jaya Course and Training Institute has been carried out well in accordance with accreditation quality standards with a B (good) grade.

Second, Thesis of Universitas Mandiri Bina Prestasi Medan researched by Prayogi Ardiansyah with the research title "Web-Based Infrastructure Inventory Information System at the Main Jaya Course and Training Institute (LKP)". The results of the research that have been analyzed and searched for needs are 1) designing and building a web-based infrastructure inventory information system (website), 2) implementing a data collection system with item codes into the information system, 3) to assist and facilitate agency staff, especially administrative staff and those in charge of the room in managing inventory data.

Lembaga Course Training (LKP) Utama Jaya, a non-formal course institution that focuses on information and communication technology, namely computer training. Lembaga Course Training (LKP) Utama Jaya was established on June 7, 2016 which was founded by Buang Lesmono. Because of the rapid technology in the era of globalization, it requires people to be able to keep up with the times so that a training course institution was formed as an answer to

the many soft skills and hard skills enthusiasts in the field of information technology. The Utama Jaya Training Course Institute (LKP) has five areas of expertise that are in accordance with what is needed by the community, especially school students with a focus on IT (information technology), especially in Beringin District, Lubuk Pakam and surrounding areas. As a non-formal institution, Lembaga Course Training (LKP) Utama Jaya has several marketing strategies through several promotional media. Because the community will be influenced so that they are interested and interested in attending computer training at the Main Jaya Training Course Institute (LKP).

Based on the findings of previous research, researchers are interested in raising the title "Communication Strategy of the Main Training Course Institute of Jaya in Attracting Students to Computer Training" which aims to find out what strategies are carried out by the Main Training Course Institute of Jaya in attracting students to computer training. Related to previous research, it is different from what researchers will do. Then researchers will explore what kind of communication strategies are done, whether the same or different from previous research.

LITERATURE REVIEW
Communication Strategy

A strategy is an overall conditional decision about the steps to be taken to achieve a goal. In other words, strategy is the idea and action of understanding and securing the future. According to Onong Uchyana Effendi (Effendy, 2010), Communication is the process of conveying thoughts by someone (communicator) to others (communicant). According to Forsdale (Patria, 2022) Communication is the process of individuals sending stimuli usually in verbal form to change the behavior of others. So in communication activities there is a process of delivering messages from a communicator to a communicant so that what is meant by the communicator can be understood by the communicant. The communication strategy in this study is how the steps taken by the Utama Jaya Training Course Institute (LKP) in communicating marketing points to introduce the company to the intended target or target.

Marketing

According to Levens, marketing is an organizational function and a collection of processes designed in order to plan, create, communicate, and deliver value to customers. Marketing is a collection of activities of companies or organizations where they exchange product or service information and ideas between them and their customers.(Firmansyah, 2020) Marketing in this study is about the efforts of the Utama Jaya Training Course Institute (LKP) in disseminating information about the existence of Japanese job training institutions to prospective students.

Interest

According to Higar, interest is a process that always gives focus and self-attention to something he wants with a sense of pleasure and satisfaction. (Umi et al., 2019) Interest arises because there is an impulse of one's desire for something. This makes someone take an active role in an activity with pleasure. Attracting interest is an effort to provide persuasive value from the promoter to consumers so that consumers have the desired as expected by the promoter. In attracting interest, there is usually some kind of trigger from the promoter that makes consumers feel encouraged and makes consumers ultimately provide action or feedback to fulfill the urge.

Attracting interest in this research is about the company's efforts in making prospective students have a sense of interest in school at the Utama Jaya Training Course Institute (LKP)

RESEARCH METHODS

This research uses a qualitative descriptive method that explains an event phenomenon in accordance with what the research subject experienced, namely behavior, perception, motivation, action and so on in accordance with the way of view and with words and language in a context experienced by utilizing various scientific methods (Moleong, 2007) This study uses the AIDA communication model, including: a) Attention, b) Interest, c) Desire, and d) Action (Anggraeni & Boer, 2023). The selection of informants is carried out by purpose sampling which determines informants by selecting prospective informants in accordance with the criteria determined by the researcher so that prospective informants who have been selected are used as samples for research. and the informant will provide information for the sake of research (Kriyantono, 2006).

Table 1. Research Informant List

No	Name	Information
1	Sandi Pratama	Pengelola LKP Utama Jaya
2	Prayogi Ardiansyah	Instruktur LKP Utama Jaya
3.	Fikri Haikal Purba	Instruktur LKP Utama Jaya
4.	Nabila Amriyanti	Siswa LKP Utama Jaya
5.	Pertiwi	Siswa LKP Utama Jaya

Source: Data obtained by researchers

The informant is selected on the basis of criteria determined by the researcher. So that the informant knows about the problem to be researched. Of the 5 informants, there are 3 internal informants of the institution and 2 external informants of the institution.

RESULTS AND DISCUSSION

With the development of business in any field, therefore many companies are competing fiercely in the scope of their work, so there are many ways and businesses to attract consumers. In this case, to maintain the continuity of the development of a company that competes so fiercely, of course, a mature strategy is also needed to achieve the goals of a company.

The researcher will describe the results of his research and discuss the Communication Strategy of the Utama Jaya Training Course Institute in attracting students to computer training using qualitative descriptive methods (Alaslan, 2021). Researchers will explain things about research data where the findings of this study are descriptions of data obtained from data collection in the field where researchers use data collection techniques in the field through observation, interviews, and documentation (Hasibuan et al., 2022).

After collecting data, researchers continue to analyze the results of research in accordance with the method that has been determined is a qualitative descriptive method and also in accordance with the theory that has been determined. According to the AIDA communication model that this theory explains the steps of a consumer in making decisions where the AIDA theory is used as the foundation of the marketing communication process whose components are simple but still of high quality in attracting audiences.

1) This step of attention means that attention is used as a process of marketing communication with the aim of an attention aimed at the audience about the product or service being marketed aimed at attracting the audience to be interested. 2) interest, this step becomes the second process of the AIDA model which means that after there has been a process of attention (attention) there will be a process of interest from the audience about the product or service being promoted.
2) Interest arises from the process of attention that makes the audience already know information from the product or service they have noticed.
3) Desire, the emergence of desire to want something that is driven from the previous two components, namely attention and interest. In this case, desire becomes a driver for someone to find out more about goods or services that have been marketed (Agustian et al., 2021).
4) Action, marketing steps here have succeeded in attracting people to buy products or services that are marketed. In this case the audience will give his action to buy arising from his desire and interest in a product or service (Maulidasari & Yusnaidi, 2019).

The Main Jaya Training Course Institute (LKP) utilizes advertising media in promotional media, the Main Jaya Training Course Institute (LKP) disseminates information about the institution with several strategies, namely by advertising in several online media such as Instagram, Facebook and websites as well as YouTube and direct marketing. One of the social media used is Instagram and Facebook. Uploading content about the training held, where disseminating information through social media is considered more effective because now everyone must have used social media from all circles of children and adults and information is disseminated faster to the audience and the ease of accessing information can be done anywhere using increasingly sophisticated gadgets (Sholekhah et al., 2022). The following is a picture of documentation of information dissemination related to the Utama Jaya Training Course Institute (LKP) through social media Instagram and Facebook.

Image 1: Documentation of information dissemination related to Utama Jaya Training Institute (LKP) through social media Instagram and Facebook.

Source: Instagram and Facebook Utama Jaya Training Institute (LKP)

In disseminating information carried out by tutors through social media, Instagram and Facebook, tutors have segmentation Main Jaya Training Course Institutions (LKP) are schools from the SD-SMA/SMK levels located both within the region and outside the region so that by knowing this information, students from these schools can register to attend trainings (computers) held by the Utama Jaya Training Course Institute (LKP). As well as

people who need computer skills for their respective needs such as supporting careers, jobs, developing basic skills and other needs.

In the activities of the Main Jaya Training Course Institute (LKP) conducts promotional activities, namely in the form of direct marketing, this form of direct marketing promotion is carried out by all tutors of the Utama Jaya Training Course Institute (LKP) where in this activity tutors have different ways of communicating each tutor in delivering information about the Utama Jaya Training Course Institute (LKP) to prospective students.

Direct marketing activities carried out by tutors during the activities of the Utama Jaya Training Course Institute (LKP) are certainly one of the most important things in marketing activities to attract students to join learning at the Utama Jaya Training Course Institute (LKP). Therefore, the need for the delivery of information that can be understood and interpreted well by prospective students is not only that, of course, the way of delivering the information must also have appeal to students who see it, because if the tutor carries out direct marketing activities with ordinary communication, the enthusiasm of the students to hear the delivery of information about the Utama Jaya Training Course Institute (LKP) carried out by the tutor will get a lack of response enthusiasm from his audience.

Each tutor will have their own way of direct marketing promotion activities carried out during this computer training activity at the Utama Jaya Training Course Institute (LKP). Of course, the form of communication carried out by each tutor in order to attract students to study at the Utama Jaya Training Course Institute (LKP) has its own uniqueness in delivering information about the Utama Jaya Training Course Institute (LKP) so that students are comfortable.

In this discussion, researchers will provide the results of research that has been done, researchers also try to conduct analysis so that the research results are more meaningful. To find out how marketing communication strategies by tutors of the Utama Jaya Training Course Institute (LKP) to attract students in computer training activities at the Utama Jaya Training Course Institute (LKP), in this analysis researchers use qualitative descriptive methods by analyzing according to the data obtained in the field.

Based on research that has been conducted by researchers at the Utama Jaya Training Course Institute (LKP) with the title marketing communication strategies by tutors of the Utama Jaya Training Course Institute (LKP) in attracting students to computer training activities, the research that has been done shows what marketing communication strategies are carried out by tutors in attracting their interest who use training as their promotional approach. All promotional activities are carried out by all tutors of the Utama Jaya Training Course Institute (LKP).

Based on observations, in-depth interviews and field observations then the marketing communication strategy, the tutors of the Main Jaya Training Course Institute (LKP) use forms of marketing communication, such as advertising, direct marketing, and direct communication in training. From the form of marketing communication used by tutors, it turns out that the form of direct marketing promotion is the most influential marketing communication strategy in attracting prospective students to the Utama Jaya Training Course Institute (LKP).

Strategic Activities of Advertising Marketing Communication

Advertising is any form of paid non-personal communication to an organization, service, product or idea by an identified sponsor. Advertising is a mass communication activity that can be through magazines, television, and other advertising media (internet) that can be designed directly specifically for customers (Pratama & Suyanto, 2020). Advertising is also one of the marketing activities that promote a company's products or services to attract its customers. In this case, advertising has a positive appeal in attracting the target market (Astut, 2019).

Lembaga Course Training (LKP) Utama Jaya promotes its training activities using printed brochures and banner installation at certain points. Brochures and banners contain information about the Utama Jaya Training Course Institute (LKP). Brochures and banners are installed to attract prospective training students to enroll at the Utama Jaya Training Course Institute (LKP). This step of distributing brochures and installing banners provides information to the public to attract prospective students to computer training (Anggraeni & Boer, 2023).

In the promotion step, Instagram and Facebook social media become effective choices for the dissemination of information widely and quickly. Information is packaged in the form of digital designs in the form of photos and videos. Interesting content is packaged into interesting information about the Utama Jaya Training Course Institute (LKP) so that the audience is interested and wants to take part in this training and is not confused anymore about the information of the Utama Jaya Training Course Institute, especially in the field of computer training. The dissemination of information through media, especially Instagram and Facebook, is certainly quickly known to the audience compared to other media (Nandaryani & Santosa, 2022). As we know today social media users such as Instagram and Facebook are very dominant. The information shared can also be easily accessed. So that the dissemination of information through social media makes the training activities of the Utama Jaya Training Course Institute (LKP) can be known by many parties including schools from within the city and outside the city so that it is followed by many schools even not only in the city of Medan but also schools outside the city of Medan.

Lembaga Course Training (LKP) Utama Jaya also has a website and youtube channel. This online media is different from Instagram and Facebook media in presenting information. The website of Lembaga Course Training Utama Jaya provides information about institution profiles, instructor profiles, institution certifications and information related to other Utama Jaya Training Course Institutions (LKP). Youtube online media here is used as a medium for documenting every training activity and activity, sharing tutorials on using applications, and learning related to other computer training. In this case, from various online media that are used as marketing communication strategies, the Utama Jaya Training Course Institute (LKP) will be better known and attract the interest of audiences including school students.

Direct Marketing Communication Strategic Activities

Direct marketing is an effort by an organization to communicate directly with targeted customers in order to produce transactions or responses (Sari & Wijaya, 2020). Direct marketing communication activities are marketing activities that aim to increase the direct response of their own audience (Permatasari, 2017). Lembaga Course Training (LKP) Utama Jaya is one of the course institutions that conducts direct marketing communication

activities to convey information about Lembaga Course Training (LKP) Utama Jaya to prospective students.

The Utama Jaya Training Course Institute (LKP) conducts direct marketing in training activities of the Utama Jaya Training Course Institute (LKP), a form of communication carried out by the tutors of the Utama Jaya Training Course Institute (LKP) in its direct marketing activities, one of which is giving gimmics such as giving challenges to students or quizzes that make students excited, it is done by tutors so that they get a good response from students.

In conveying information about the Main Jaya Training Course Institute (LKP), the tutor chooses to deliver communication that is easy for students to understand rather than conveying full using a good communication because it can be seen by the tutor in the information delivery activities of the Main Jaya Training Course Institute (LKP) by displaying this marketing activity involves almost as straight as the tutor of the Main Jaya Training Course Institute (LKP) so that the communication activities carried out by the tutor can be implemented easily and smoothly, supporting each other so that it can complement in reaching the desired target audience. In order to be better known by the public at large. In direct marketing communication carried out by tutors and face-to-face with prospective students, tutors are more about delivering information that is sharing and flowing so with tutors and delivery in simple language carried out by tutors.

Direct communication activities are also carried out by tutors by actively inviting students to personally chat or tell the program that will be carried out while studying at the Utama Jaya Training Course Institute (LKP) so that student and tutor familiarity arises which makes students interested in joining the Utama Jaya Training Course Institute (LKP) (Akil, 2020). Students feel that the tutors of Lembaga Course Training (LKP) Utama Jaya are different from other course institutions and Lembaga Course Training (LKP) Utama Jaya is a tutor who is fun in the teaching and learning process.

As a direct marketing communication, the management of the Utama Jaya Training Course Institute (LKP) conducts cooperative relations between schools within the region and outside the region to improve computer training students, especially in Vocational High Schools (SMK). Vocational students majoring in Computer and Network Engineering (TKJ) and majoring in Software Engineering (RPL) need deeper skills in learning at their school so that students need mentors outside the teaching and learning process at schools that match their majors.

The direct marketing process is carried out by the Utama Jaya Training Course Institute (LKP) at schools around the Utama Jaya Training Course Institute (LKP) location area and over time more and more schools are collaborating so as to increase students in computer training at the Main Jaya Training Course Institute (LKP). From this collaboration, the school recommended its students to courses at the Utama Jaya Training Course Institute (LKP). In this case, the school has trusted the institution that the course programs provided at the Utama Jaya Training Course Institute (LKP) are in accordance with what is needed by students. In addition, the training program provided by the Main Training Jaya Course Institute (LKP) will support the creation of the ability to master computer practice material and test preparation in schools, especially competency exams for Vocational High School students. The Main Jaya Course and Training Institute (LKP) also accepts Prakerin (Industrial Work Practice) students who are in accordance with the field of computer science including Computer and Network Engineering (TKJ) and Software Engineering (RPL). Prakerin is

supposed to be carried out in a company, but in reality students majoring in TKJ and RPL are very minimal Prakerin (Industrial Work Practice) in the appropriate place. So that the Course and Training Institute is an option for them to dig deeper into computer science with appropriate learning programs

From the collaboration between the Main Jaya Course and Training Institute (LKP) and the school, the school recommends its students for Prakerin (Industrial Work Practice) at the Utama Jaya Course and Training Institute (LKP). In this case, the school has trusted the institution that the courses and training programs provided at the Utama Jaya Course and Training Institute (LKP) are in accordance with what is needed by students. In addition, the training program provided by the Utama Jaya Course and Training Institute (LKP) will support the creation of the ability to master computer practice material and test preparation in schools, especially competency exams for Vocational High School (SMK) students.

Table 2: Vocational High School (SMK) Student List

Tahun	Jumlah Siswa
2016	3 siswa
2017	150 siswa
2018	203 siswa
2019	309 siswa
2020	166 siswa
2021	404 siswa
2022	383 siswa
2023	151 siswa

Source : LKP Utama Jaya student data archive

The selection of the right media is certainly also a very important thing in doing marketing, with good media, the marketing that is run can run well too. Like one of the uses of social media by tutors of the Main Jaya Training Course Institute (LKP) using print media such as brochures and banners, social media such as Instagram and Facebook, YouTube channels and websites as well as direct marketing by bringing good relationships and relationships to schools regarding the training of the Main Jaya Training Course Institute (LKP) because promotional media is a tool that can help the message to be conveyed can be aimed at the desired target.

CONCLUSION

The research found that the communication strategy carried out by the Utama Jaya Training Course Institute (LKP) in attracting students to computer training is to conduct marketing communication through advertising and direct marketing. Marketing through advertising is done with several media, namely print media and online media. Print media includes the distribution of brochures and the installation of banners, online media includes instagran social media and facebook as well as youtube and websites.

Direct marketing communication is carried out during the training conducted by tutors of the Utama Jaya Training Course Institute (LKP) with easy-to-understand delivery and delivery that makes students comfortable with courses at the Main Jaya Training Course Institute (LKP) so as to attract these students to invite other students to join the training. In

addition, direct marketing is carried out by the management of the Utama Jaya Training Course Institute (LKP) to school parties so that good relationships or relationships are established. From establishing good relations between the institution and the school resulted in cooperation that increased the number of computer training students at the Utama Jaya Training Course Institute (LKP).

Based on the results of in-depth interviews conducted directly by researchers to the management of the institution, that the communication strategy that most attracts prospective training students is direct marketing to school parties from which of this collaboration, the school recommends to its students, especially vocational students majoring in Computer and Network Engineering (TKJ) and Software Engineering (RPL) for computer courses at the Main Training Course Institute (LKP) Jaya with the aim of students mastering the material to face computer practice exams.

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