



CONFERENCE PROCEEDINGS

ETHICS IN HIGH-QUALITY RESEARCH



ISSN : 2443-1753



International Conference On  
Educational Research and Innovation



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Institute of Research and Community Services Yogyakarta State University  
May, 6-7, 2015



International Conference On  
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Published by

**Institute of Research and Community Services Yogyakarta State University**

Kampus Karangmalang, Yogyakarta, Indonesia 55281

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ICERI 2015 Proceedings

International Conference on Education, Research and Innovation

May 6th-7th, 2015 — Yogyakarta, Indonesia

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**Institute of Research and Community Services**

**Yogyakarta State University**

*in Collaboration with*

**Australian Council for Educational Research (ACER)**

**Technische Universitat Dresden (TUD)**

**Indonesian Institute of Sciences (LIPI)**

ISSN: 2443-1753

**Book cover and layout designed by**

Apri Nuryanto

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# **INNOVATION IN THE IMPLEMENTATION OF HIGHER EDUCATION**

**Siti Komsiah, Eli Jamilah Mihardja, Dian Harmaningsih**

Study of the Use of E Learning as a Marketing Communications Strategy of Private Higher Education  
Institution in Indonesia  
Fakultas Ilmu Komunikasi Universitas Persada Indonesia YAI, Jakarta

## **Abstract**

The competition between higher education institutions in attracting prospective students increased as the height of a higher education institution that stands today. Each race each other educational institutions improve educational facilities and infrastructure facilities, improvement of the curriculum, the quality of human resources, collaborate with outside agencies, to emphasis the cost of education. The increase in the facility includes the application of e learning in the implementation of the course. E learning application provides convenience and flexibility in teaching and learning activities. E learning facility allows students to follow the course without having to come to the class; making it easier for the students who are constrained by time or activity and geographical distance to campus.

This paper is a study of innovation in educational research methods to identify learning facilities used in the provision of education and educational research review from the perspective of communication. Therefore, exposure of marketing communication strategies using e learning in the lecture as an attraction for students, consumers of higher education institutions.

Using a mixed method research methods, quantitative and qualitative, with a survey of students and then depth interviews with managers of private universities implementing e learning programs in Indonesia. At the time of this abstract was written, research is still held in Jakarta and will soon be carried out in Medan (representing the western region) and Makassar (representing the eastern region of Indonesia).

Our preliminary study, in the region Kopertis III (2015) resulted in findings that e learning can be partially marketing communications strategies for PTS. That is, the application of e learning as a teaching and learning method improves the PTS opportunity to be selected as a college by students.

The findings of this study contribute academically useful insights and references regarding the review of educational research through the concepts of marketing communications. As a practical manner, the findings of this study are expected to be a recommendation for the management of other private universities in shaping the marketing strategy of the institution

**Keyword:** e learning, innovation, education Research

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## **1. Introduction**

The competition between higher education institutions in attracting prospective students increased as the height of a higher education institution that stands today. Each race each other educational institutions improve educational facilities and infrastructure facilities, improvement of the curriculum, the quality of human resources or the setting of teachers should also be improved, cooperating with outside agencies, to cost reduction be rethought, all these things be done with to be able to attract prospective students to join higher education institutions.

Facing the competition between universities, one of the ways in which the college is to create a learning strategy. Learning strategy is one of the factors that influence the achievement of learning. Strategic of competence has been progressing quite rapidly along with the development of information and communication technology (ICT). One of them is e-Learning. E-Learning has even become a necessity for academicians, considering both lecturers, students and educational institutions have made use of computer technology in the process of teaching and learning activities.

Strategy paradigm change from teacher-centered learning to learner-centered encourages academicians to use e-learning as a method of

learning is perceived to be learner centered. Utilization of e-Learning is expected to motivate the improvement of the quality of learning and teaching materials, the quality of the activity and independence of the students. e-Learning can also be used to overcome the limitations of the classroom as well as the barriers of distance and time, in the implementation of teaching and learning activities. (UMB, 2009)

In connection with the issue of marketing communications private colleges with multimedia-based teaching practices have been carried out, other than in the context of the development of information technology and alternative models of e-Learning models. It also as one of the strategies undertaken by the PTS in Indonesia in attracting prospective student interest .Where the existence of this model attracts students because of this learning model in value very effective because it can be done anytime and anywhere.

Based on the results of research conducted Siti Komsiah (2005) on Mercu Buana University, shows the importance of marketing communications PT to get students and able to compete with other PT. The results showed there is a real connection between marketing communications with attitude selecting students primarily on indicators of exposure to newspapers, magazines, letters and total advertising campaign with loyal to PTS choice. Similarly for marketing communications via the website, promotional letters and exhibition stand is also associated significantly with attitude choose.

Based on the above background, this study is intended as an analysis of the marketing communications mix applied by the PTS (Perguruan Tinggi Swasta, Private Higher Education Institution) to see marketing programs that have been implemented, and how the development of information and communication technologies are utilized by private universities through e-learning models to be one decoy for prospective students.

## **2. E LEARNING EFFECTIVENESS AS A MODEL OF LEARNING**

E-learning is a type of learning that allows instructional materials delivered to students by using the internet, intranet or other computer network media [Hartley, 2001]. E-learning is an education system that uses an electronic application to support the teaching and learning with the Internet media, computer network, or standalone computer [LearnFrame.Com, 2001].

Rosenberg (2001) emphasizes that e-learning refers to the use of Internet technology to deliver a range of solutions that can improve the knowledge. This is similar to Campbell (2002), Kamarga (2002) which essentially emphasizes the use of the Internet in education as the essence of e-learning . Purbo (2002) explains that the term "e" or an abbreviation of electronics in e-learning is used as a term for any technology that is used to support the efforts of teaching via the internet electronic technology. Or e-learning is defined as follows: e-Learning is a generic term for all technologically supported learning using an array of teaching and learning tools as phone bridging, audio and videotapes, teleconferencing, satellite transmissions, and the more Recognized or web-based training computer aided instruction Also commonly Referred to 'online courses'.

The effectiveness of e-learning can be viewed from a variety of things depending on the objectivity of the company in implementing it. Based on research by Tom Barron (2003) LOD: Quality and Effectiveness Survey, companies measure the effectiveness of e-learning: the number of trainees, cost savings, learner assessment / testing, ROI analysis, learner self-reporting, customer satisfaction, manager / mentor reporting, bottom-line gains, and others. Furthermore Barron (2003) examines how companies determine the quality of e-learning, namely from: learning effectiveness, learner experience, cost-efficiency, technical implementation, and others.

In term of effectiveness, Morrison (2003, p.49) draw conclusions from several studies that: "According to research, the worst case scenario is that e-learning is as effective as traditional face-to-face classroom learning; the best case scenario, the e-learning that delivers significant advantages to the learner-both in the quality of learning and the level of performance that results."

Larry G. Moyer found when learning occurs, and then there is a change. Changes can be made in attitudes, ways of thinking, beliefs and customs. Thus, to understand the effectiveness of our need to understand the extent of the changes that may have occurred or which can be measured (Moyer 2005). The same thing expressed by Stuart Emmett (2003) effective learning will produce change. However, effective learning requires encouragement and support from colleagues, supervisor or mentor, as well as the supporting environment. Learning process involve knowledge, skills, motivation, and application. Motives necessary for us to do

something. Including, innovation on these processes.

Previous studies of innovation decision-making have been limited in their ability to understand the adoption of innovations by three factors: (1) they often lack the perspective of the potential adopter, (2) they lack a recognition of social and contextual structures inherent in the environment, and (3) they do not address the possibility that the adoption of one innovation can be contingent upon its relationship to another innovation. Identifying and understanding teachers' goals and beliefs is critical to creating a evaluative analysis of reform efforts in education. Researchers have primarily understood innovations as independent variables; however, once they enter the classroom, the innovations become part of a complex system of social and pedagogical interactions. Finally, previous studies on innovation adoption have not considered innovation as a goal-based process that is impacted by or contingent upon other innovative aspects in the research environment

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