THE EFFECTIVENESS OF WORD OF MOUTH PROMOTION THROUGH ORGANIZING EVENT WITH SCHOOL STAKEHOLDER (THE INTEREST IN FOUNDATION LEVEL MARDIWIYATA)

Antonius Yudi Suko Atmaji

Universitas of Ciputra Surabaya

INDONESIA

Emails: suko.friends@gmail.com

ABSTRACT

This study aims to determine how the steps school promotion by word of mouth through the container school activities involving stakeholder of the school. Analyze the steps to make school promotion by word of mouth through the container school activities involving school stakeholders and to analyze the effectiveness of school promotion of mouth through the container activities involving school stakeholder, in relation to generate interest Junior High School Student Catholic Angelus Custos 1 continues to study at Senior High School Frateran Surabaya.

To conduct research is expected to contribute to the school in the decision making and the determination of the required policies, particularly on the matters relating to the promotion in an effort to increase interest in junior high school students to continue in senior high school.

This is a qualitative study using in depth interview technique to four informans who have been using purposive sampling. Researchers determine the criteria to be interviewed key informants are tenth graders who attended FAST (Frateran in Action Science Tournament).

The result of thid study to determine the effectiveness of the promotion by word of mouth through the container school activities that include emotional aspect: Emotional, Excitement, Inspiration, Powerfull, Compatible, Positif Impression, Consumer Satisfaction that have proven the impact of word of mouth that have been applied to the FAST (Frateran in Action Science Tournament) activities and the results have proven the impact word of mouth promotion at the level of talking and communicating is not until the recommended level.

The theoretical implications and the theoretical support research that already exists but the manajerial implications suggest to the school to be prudent in making decisions determining the types of promotional activities of the school.

Keywords: Promotion Effectiveness, Word of Mouth, School Activities and Stakeholder

INTRODUCTION

Competition in education institutions is getting intense, and this has triggered the emergence of numerous private schools which offer various kinds of activities and curriculum. In addition to