
A COMPREHENSIVE SURVEY: EFFECTS OF DIGITAL MARKETING ON COLLEGE SELECTION BY STUDENTS

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ABSTRACT

In the last decade, the number of advanced education foundations in Indonesia, both governmental and private, has increased. With this level of competition, it's more important than ever for schools to figure out how to stand out and effectively promote themselves to incoming students. The importance of computerized media as a commercial platform is well recognized at this time, and schools are increasingly embracing web-based advertising channels over traditional ones. The primary goal of this research study is to figure out how understudies use advanced media and, more specifically, what role the media plays in the dynamic cycle of selecting a college. The purpose of this article is to look into the impact of higher education foundations digital advertising on the progressive cycle of understudies. This study used a subjective research method, using semi-organized meetings, perception, and documentation as information gathering tools.

KEYWORDS: *College, Digital, Education, Marketing, Student.*

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