

ABSTRAK

Minat generasi muda terhadap pendidikan pertanian yang cenderung menurun menjadi tantangan bagi SMK Swasta Pertanian Pembangunan Putra Jaya Stabat dalam meningkatkan penerimaan siswa baru. Penelitian ini bertujuan untuk mengetahui strategi komunikasi pemasaran yang diterapkan sekolah dalam meningkatkan penerimaan siswa baru serta faktor pendukung dan penghambat yang dihadapi. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Analisis penelitian menggunakan konsep *marketing communication mix* yang meliputi *advertising, sales promotion, public relations and publicity, personal selling, direct marketing*, dan *digital marketing*. Hasil penelitian menunjukkan bahwa sekolah telah menerapkan berbagai strategi komunikasi pemasaran melalui media sosial, sosialisasi langsung ke sekolah-sekolah, pemanfaatan jaringan alumni, serta promosi berbasis hubungan masyarakat. Faktor pendukung meliputi fasilitas sekolah, dukungan yayasan, dan jejaring kemitraan, sedangkan faktor penghambat meliputi rendahnya minat terhadap pendidikan pertanian, keterbatasan sumber daya promosi, dan persaingan dengan sekolah lain. Penelitian ini menyimpulkan bahwa *personal selling* menjadi strategi yang paling efektif karena mampu membangun komunikasi dua arah, dan keberhasilan strategi komunikasi pemasaran dalam meningkatkan penerimaan peserta didik baru tidak ditentukan oleh satu bentuk promosi saja

Kata Kunci: Strategi Komunikasi Pemasaran, *Marketing Communication Mix*, Pendidikan Pertanian, Minat.

ABSTRACT

The declining interest among the younger generation toward agricultural education poses a significant challenge for SMK Swasta Pertanian Pembangunan Putra Jaya Stabat in enhancing new student enrollment. This study aims to analyze the marketing communication strategies implemented by the institution to increase new student intake, alongside the supporting and inhibiting factors encountered. A qualitative descriptive method was employed, with data gathered through observation, interviews, and documentation. The analytical framework utilizes the marketing communication mix concept, encompassing advertising, sales promotion, public relations and publicity, personal selling, direct marketing, and digital marketing. The findings indicate that the institution has executed various marketing communication strategies, including social media utilization, direct socialization to schools, alumni network leverage, and public relations-based promotions. Supporting factors comprise institutional facilities, foundation support, and partnership networks, whereas inhibiting factors include the low public interest in agricultural education, limited promotional resources, and competition from rival institutions. This study concludes that personal selling serves as the most effective strategy due to its capacity to establish two-way communication. Furthermore, the success of marketing communication strategies in optimizing new student enrollment is not contingent upon a single promotional dimension alone.

Keywords: *Marketing Communication Strategy, Marketing Communication Mix, Agricultural Education, Student Interest, New Student Enrollment.*