

The Role of Pragmatic Strategies on University Campaign

Yunika Triana

Faculty of Sharia
Universitas Islam Negeri Raden Mas Said Surakarta
Indonesia
yunika@iain-surakarta.ac.id

Maftukhin

English Literature Department
Universitas Ahmad Dahlan
Indonesia

Arif Nugroho

Faculty of Economics and Business
Universitas Islam Negeri Raden Mas Said Surakarta
Indonesia

Citation: Triana, Y, Maftukhin, & Nugroho, A. (2022). Role of pragmatic strategies on university campaign. *Notion: Journal of Linguistics, Literature, and Culture* Vol 4(1), p. 34-45. <https://doi.org/10.12928/notion.v4i1.5684>

Article Info	ABSTRACT
<p>Article History</p> <ul style="list-style-type: none"> • Article Received January 25th, 2022 • Article Accepted March 18th, 2022 <p>Keywords</p> <p>Pragmatic strategies University advertising University branding University campaign</p>	<p>This paper aims to provide information that pragmatic strategies is needed to offer university campaign and branding. Researcher used Aristotle's argumentation, <i>ethos</i>, <i>logos</i> and <i>pathos</i> to gain target audiences at Universitas Raden Mas Said Surakarta website. The advertisement in the form of word organization that was distributed with Google Ads. It is perceived that this practical application will improve attention and awareness of google users. Narrative design was conducted to find the answers associated to the research problem and the result was analyzed using rhetorical discourse analysis. It revealed that the word form, word organization, and context are able to influence the audience. All of these techniques use a pragmatic strategy approach where the advertiser does not invite the target audience directly, but the university and the target audience are brought together based on core of (word organization) supply and (audiences' need) demand. This way is very efficient and effective to use during the covid-19 outbreak. This is also a reflection that conventional advertising has begun to be replaced by digital advertising. If compared to the previous year, there will be a 41% increase in registrants in 2021. This strategy has a significant impact and is very influential.</p>

I. INTRODUCTION

Advertising is a communication action that aims to introduce products to the target audience through the media[23]. While branding is an activity to identify the owner and brand's product without presenting the physical product[7]. Cluley also states that advertising is an activity to provide reasons or language organization why someone needs to own the product. For example, in a campaign activity, particular language is able persuade the target audience to do something[25]. Another theorist says that language is a role that explores discourse between the target audience and as a presentation of a product or service[8]. Therefore, advertising is the language of advertisers used for persuasive ways to attract the attention of others so that the target audience takes an action.

In the modern era, a university is called as famous or well-known institution to many people because of the superior facilities and quality of the institution. The quality of graduates, the quality of lecturers and modern facilities can attract many people. If observed more deeply, social networks play a very important role in spreading it[10]. However, only certain universities are able to package them with interesting and easy-to-distribute such as videos[26]. But actually, any social network such as social media, websites and display advertisements can introduce universities to the target audience[12].

Many platforms offer a variety of branding and advertising strategies such as Instagram, Facebook, Twitter and so many others. This free platform is used by more than 3,000 billion users and is increasing every year[16]. The strategy commonly used by advertisers is speech act and persuasive language[22]. However, there are weaknesses in using this platform, one of which is the absence of special settings for when, where and to whom the ad is shown. This method also does not display statistical performance that reports how many ads were watched in a certain time range.

One of the advertising platforms that offers well-known statistical performance and professional control features is Google Ads[29]. It offers various conveniences for placing ads and monitoring ads

based on age, interest, target area and many others. It is one of the Google social media company platforms that provides advertising services through search engines. This platform uses a pay per click (PPC) system for each ad that will be displayed to potential visitors[14].

Based on page <https://support.google.com/google-ads/answer/1722100?hl=en>, a pay per click system can help increase the interaction between visitors and the brand on offer[4]. The relationship can be built positively by the presence of product-relevant information. In addition, this method is able to motivate people to engage with the products offered.

In addition, Google also provides area coverage based on keyword options written by visitors. The keywords and match types set by the advertiser determine the success of the ad[28]. For example, if there are visitors who write search keywords according to or almost the same as keyword options, then the ads that have been prepared will appear automatically on the search page. Ads will appear in Google search results, search results on YouTube or even on the public web[19]. Google also makes it easy to manage advertising costs by displaying analytical tools that show ad performance.

Pragmatic strategies need to be used by advertiser to make visitors react to the particular information. The information in the form of words organization determines the strength of linguistic variables[24]. Schwartz table contains a table of motivations that can increase the awareness of others[20]. This motivation will increase a person's self-direction to think or do something about the object or the writing that is read. Politeness principles are one of the strategies used to impress the target audience[6]. In this case the researcher offers information about the university, with the aim of meeting the needs of the target audience with university services. Visitors will potentially be active on the ads offered. More specifically, visitors have the potential to click on the ad and confirm the ad content and then take further action. In this university marketing, a visitor is expected to take action to register new students. In addition, pragmatic strategies with Google Ads help advertisers to offer products effectively and

efficiently[13]. The use of appropriate keywords based on statistical considerations can save costs significantly. In addition, the target audience will be determined based on certain segments.

At Raden Mas Said University Surakarta, this paid platform has never been used for advertising and branding strategies. A special team usually goes to certain events or goes to schools to provide information about new student admissions. The team also filled social media such as Facebook and Instagram with general information about the university and the ministry of religion and some content displays information about new student admissions. Thus, visitors who review the information come from all walks of life and various purpose. In this research, researchers explore advertising which was also used for branding by adopting Aristotle's theory by implementing a special advertising platform, Google Ads. Research will answer whether this method is effective and whether it is able to increase the number of new student registrants.

Advertising is a service provider process to offer goods or services. Offering goods and services is called advertising[11]. There are many ways to offer ads, whether in the form of audio, video or text. This depends on which method will be chosen and which market segment will be reached. Whatever is chosen, all cannot be separated from the language used in delivering advertisements (advertiser) and in obtaining advertising information (hearer/reader). Austin argues that every utterance carries a meaning and purpose. Leech presented it with an illocution and a perlocution[5]. Certain utterances by someone will have implications for the interlocutor. This depends on a variety of influencing factors. Speaking of language is certainly closely related to very complex human behavior[21]. Success in the performance of this speech act depends on the socio-cultural and socio-linguistic knowledge of the advertiser and the recipient of the advertisement (hearer/reader)[1]. Knowledge of ad providers and recipients of this ads is the main manifest in determining what keywords are relevant to the target audience.

Advertising is a service provider process to offer goods or services. Offering goods and services is called advertising[11]. There are many ways to offer ads, whether in the form of audio, video or text. This depends on which method will be chosen and which market segment will be reached. Whatever is chosen, all cannot be separated from the language used in delivering advertisements (advertiser) and in obtaining advertising information (hearer/reader). Speaking of language is certainly closely related to very complex human behavior[21]. Success in the performance of this speech act depends on the socio-cultural and socio-linguistic knowledge of the advertiser and the recipient of the advertisement (hearer/reader)[1]. Knowledge of ad providers and recipients of this ad is the main manifest in determining what keywords are relevant to the target audience.

Selecting Keywords Based on Market Interest

There are strategies used to build customer emotions towards the advertised product[2]. The first is a strategy on how to produce a reasonable emotional bond in prospective customers (*pathos*); the second is the strategy of how the product can be trusted (*ethos*); and the third is the strategy of how to provide facts to products and prospective customers (*logos*)[3]. *Pathos* can be defined as the nature of the customer towards advertising products. This behavior can be seen by looking at how much a product is discussed in a certain time. *Ethos* can be interpreted as the nature of the advertising product offered. Products that have superior value are able to attract the attention of potential customers/audiences. While *Logos* is evidence that shows that the products offered have a close relationship with potential audiences/customers. It is relevant to how to attract people's attention to something. The followings are strategies philosophically adopted from Aristotle's rhetoric in political persuasion[27], such as trend consideration (*pathos*), fundamental consideration (*ethos*) and technical consideration (*logos*) to build a relationship between the product and the target audience.

Trend Consideration

The trend of talking about certain products is very natural in cyberspace. This happens because of

market demand. This market trend greatly affects how much a product is sought after by customers. A product can be called an item that is in demand in the market triggered by the number of people who use the product. However, long before this, the large number of requests could also cause these goods to be sold in the market. It depends on the mood or climate at any given moment[9]. Personal involvement plays an important role in the success of advertising product offerings. Recent research reports that audience engagement contributes the most[18]. Within a product segment, there are usually certain product trends that are experiencing increasing attention at a certain time. During the national registration of new students in Indonesia, the education segment became the center of attention of many people. People flocked to find information about the campus of choice. This can be seen from the trends that appear on the web <https://trends.google.com/trends/>. Google trends can provide statistical information on a product based on the topics and queries searched by visitors. This shows that products that are often spoken in the Google search engine are experiencing an increase in interaction both physically and linguistically.

Fundamental Consideration

The advantages of a product can also trigger demand in the market. Service to customers is important to pay attention to in the sale of services such as in educational institutions. It is stated that the superiority of service provision greatly affects customer perceptions of service providers[9]. It could be that the quality of service, the proximity of access, even something that is not owned by other service providers have the potential to attract the target audience. The *ethos* of the product is an act of self-representation and sharing knowledge of the product[18]. This relates to information on the nature of the product sought by the target audience. Knowledge of this product is very important, because the target audience will determine which product to choose from the available products.

Technical consideration

This tactic is a competitive way that is built to define that the product is at the right time and at the right place. Which in a competitive market, the

product is present as a choice from the same market segment. This strategy also provides an illustration that the product is present in accordance with the facts when and where the target audience needs it[9]. This is called the contextual interaction between the target audience and the product, in which the meaning is constructed based on the linguistic context and the physical context[17]. Furthermore, this is the advertiser's technique of convincing the target audience by presenting rational arguments[18].

II. METHODOLOGY

In this study, there is two different data results. The first is advertising statistics on google ads. This is private data that only advertisers can open. The second is data on new student admissions obtained from the official website. This is a public data that can be accessed by anyone without login.

Marketing was carried out using the Google Ads platform for 24 days, starting on June 8, 2021 until July 1, 2021. This period is the registration period for the independent pathway or *Jalur Mandiri*. For information, there are three ways for new student admissions at UIN Raden Mas Said Surakarta. The first pathway is the SPAN PTKIN or the National Academic Achievement selection for State Islamic Universities. The second pathway is the UM PTKIN or the Entrance Examination for State Islamic University. The third pathway is the last pathway with the name *Jalur Mandiri*. It is a new admissions pathway whose selection system is regulated by the university itself. This pathway is very important because it determines whether the available student quota can be met or not. The more registrants, the more chance the new student quota will be fulfilled. Researchers chose this path, because the first (SPAN PTKIN) and second paths (UM PTKIN) just passed.

The researcher uses selected keywords that refer to the trend of visitors at <https://trends.google.com/trends/> who visit the web, <https://uinsaid.ac.id/>. These keywords were selected using pragmatic strategies. This strategy aims to find new target audience to visit the web and enroll as student. Technically, pragmatic strategies are in the form of keywords that are created to trigger or feed potential visitors to want to visit the target web

without having to mention the name of the institution. In addition to referring to trends at the time, these keywords refer to the quality offered by the institution and the context of new student enrollment. The effectiveness of this strategy can be measured by comparing the results of new student admissions in 2021 with the results of new student admissions in 2020 based on statistics data from <http://siakad.uinsaid.ac.id/pmb.php/login/statistik>. This public web can be accessed by anyone without login. There is a filter that can direct the results of the previous year's registrant reports or to see the result of particular admission pathway.

Before distributing the ads, campaign features must be set up to determine potential visitors to be searched for based on their demographics. This step is necessary so that prospective registrants really get what information they are looking for. To determine the initial strategy requires a logical market psychology. Campaign setting is carried out with the following considerations:

a. Target location setting

Target locations are used to determine which areas of the posted ads will be distributed. Researchers chose the areas of Central Java and Yogyakarta as the target locations for the distribution of advertisements. This is so that people closest to the campus can easily access the campus.

b. Language setting

Language setting is the language selection that will be used by google platform users. Researchers use both English and Indonesian because Indonesian is the national language, while English is the language commonly used in almost all communication devices such as laptops and smartphones.

c. Audience segments setting

Setting the audience segment is very important because the ads will be directed by Google Ads to certain audiences. Google Ads will adjust according to age and audience interest.

d. Budget setting

Budget settings are needed to adjust the expenses that must be paid every day. Researchers set the daily expenses of Rp. 30.000,- for both advertising models.

This research uses rhetorical discourse analysis to explain how language form and organization applied Aristotle argumentation in the social and cultural practice building communication and engagement between audience and advertisement[15].

III. RESULT AND DISCUSSION

Finding *Related* keywords

Reviewing product-relevant keywords plays an important role in ad success. The keywords offered can represent the products offered and what the audience is looking for. The choice of keywords appears based on trends <https://trends.google.com/trends/> and certain considerations by advertisers.

a. Trend consideration of the object

Selection through Google Trends is actually an optional step, but Google Trends is able to display keywords that are trending on certain brands or products. Researchers used two brands, namely IAIN Surakarta and UIN Raden Mas Said Surakarta. Actually, these two brands represent one product. UIN Raden Mas Said Surakarta is the new name of IAIN Surakarta which is assumed not to be widely known. From a search for the last 12 months <https://trends.google.com/trends/>, it shows the following results:

Category	IAIN Surakarta	
	Variable	Value
Interest by subregion	Central Java	100%
	Yogyakarta	13%
	East Java	10%
	Jakarta	2%
	Banten	2%
	West Java	2%
Related topic	Universitas Islam Negeri	Breakout
	Universitas Negeri	Breakout
	Universitas Swasta	Breakout
	Katalog online publik	Breakout
	Universitas Diponegoro	Breakout
	Mangkunegara I	Breakout
	Seleksi Bersama Masuk Perguruan Tinggi Negeri	Breakout
	e-learning	+450%
	Thesis S1	+250%
	Dosen	+140%
	UIN Sunan Kalijaga	+60%
	Beasiswa	+60%
	Related queries	Pendaftaran IAIN Surakarta 2021
UKT IAIN Surakarta 2021		Breakout

Alamat IAIN Surakarta	Breakout
Elearning iain surakrta	+1.200%
elearning	+950%
E learning iain surakarta	+800%
Learning iain surakarta	+550%
Logo iain surakarta	+140%
E-learning iain surakarta	+110%
Febi iain surakarta	+60%
Siakad iain surakarta	+60%

Table 1. Trend by Search Term “IAIN Surakarta”

Category	UIN Raden Mas Said Surakarta	
	Variable	Value
Interest by subregion	Central Java	100%
	Yogyakarta	14%
	East Java	9%
	Jambi	4%
	Central Kalimantan	3%
	East Nusa Tenggara	2%
	West Java	2%
	West Nusa Tenggara	2%
	Bengkulu	2%
Related topic	Postgraduate education	breakout
	Campus II IAIN Ponorogo	breakout
	Jenderal Soedirman University	breakout
	Perpustakaan IAIN Surakarta	breakout
	E-learning	+300%
	lecturer	+160%
	Psychology	+160%
	Universitas Islam Negeri	+100%
Related queries	p2b iain surakarta	breakout
	sikulon iain surakarta	breakout
	fakultas Syariah iain surakarta	breakout
	siakad.iain surakarta	breakout
	learning iain surakarta	+350%
	elearning iain surakarta	+300%
	e-learning iain surakarta	+170%
	e learning iain surakarta	+150%
	febi iain surakarta	+70%

Table 2. Trend by Search Term “UIN Raden Mas Said Surakarta”

The table above shows the increasing public attention to the bands of UIN Raden Mas Said Surakarta and IAIN Surakarta. Central Java, Yogyakarta and East Java are the top areas for visitors looking for information about the brand. Some phrases such as *Universitas Islam Negeri, Universitas negeri, pendaftaran IAIN Surakarta 2021, E learning iain Surakarta* and others are the phrases that are being searched massively lately. Meanwhile, other phrases also experienced a very significant increase in attention, ranging from 60% to 1200%.

b. Fundamental Consideration

This consideration is made based on the character possessed by the ad object. UIN Raden Mas Said has many advantages that are usually sought after by prospective registrants, including the following:

- 1) Having 11 Best Accredited Study Programs
- 2) Having Islamic environment
- 3) Having affordable tuition

This aspect is very potential consideration for new students. New students in Indonesia typically look for universities based on the excellence of the chosen institution and study program.

c. Technical Consideration

Technical considerations are made based on basic knowledge of previous registrations, budgets and target advertising reach. Based on previous registration data, it is reported that most of the students of UIN Raden Mas Said Surakarta are from Central Java and its surroundings. Therefore, the researchers set the advertisements to only be distributed in that area. In addition, to divert prospective registrants at similar, closest Islamic universities and having almost the same study program, researchers use the following keywords:

- 1) UIN Walisongo
- 2) UIN Sunan Kalijaga

These universities are called as big and excellent university in Java based on PDDIKTI, the government official data. UIN Walisongo is a large Islamic university in Central Java with more than 15,000 students. UIN Sunan Kalijaga is a similar university in Yogyakarta which has more than 20,000 students. Based on this data, UIN Raden Mas Said's advertisement really needs to be offered to the target audience of the two big universities. Researchers also make search keywords based on the objectives sought by the audience during student registration in Indonesia as follows:

- 1) *Pendaftaran UIN*
- 2) *Kampus yang membuka jalur terakhir*

Researchers use a budget of Rp. 1,000,000, - to serve ads for 24 days. Therefore, the researcher thinks to distribute advertisements in Central Java and surrounding areas due to budget limitation.

Keywords Determination

From the results of the report presented by Google Trends, the researchers made a selection of the keywords that will be displayed on google ads. The table below shows the reasons that not all of these keywords are used. Researchers choose keywords based on who is discussing them and what they are discussing.

Keyword Options	Keyword Determination	Reason
Universitas Islam Negeri	universitas islam negeri	It is being breakout and relevant.
Universitas Negeri	-	It is too general.
Universitas Swasta	-	It is not relevant.
Katalog online publik	-	It is not relevant.
Universitas Diponegoro	-	It is not relevant.
Mangkunegara I	-	It is not relevant.
Seleksi Bersama Masuk Perguruan Tinggi Negeri	-	It is not relevant.
e-learning	-	It is discussed by the students themselves.
Thesis S1	-	It is discussed by the students themselves.
Dosen	-	It is not relevant.
UIN Sunan Kalijaga	uin sunan kalijaga	This is to bid people who want to enroll in a similar and nearby campus.
Beasiswa	-	It is discussed by the students themselves.
Pendaftaran IAIN Surakarta 2021	-	It is discussed by the people who already know the campus.
UKT IAIN Surakarta 2021	-	It is discussed by the people

	-	who already know the campus.
Alamat IAIN Surakarta	-	It is discussed by the people who already know the campus.
Elearning iain surakarta	-	It is discussed by the students themselves.
elearning	-	It is discussed by the students themselves.
E learning iain surakarta	-	It is discussed by the students themselves.
Learning iain surakarta	-	It is discussed by the students themselves.
Logo iain surakarta	-	It is discussed by the students themselves.
E-learning iain surakarta	-	It is discussed by the students themselves.
Febi iain surakarta	-	It is discussed by the students themselves.
Siakad iain surakarta	-	It is discussed by the students themselves.

Table 3. Keyword Determination based on Trends

The table above shows that the keyword options displayed by Google Trends are not all used. Researchers select keywords based on who uses them and what the scope of these keywords is. There are keywords that are displayed and the most discussed or searched by students of IAIN Surakarta (now UIN Raden Mas Said Surakarta). They are looking for academic services they need at that time, such as academic information systems and e-learning. There are also keywords sought by people who already know and intend to participate in the destination campus. Therefore, these keywords should be avoided, because those who are discussing are not the

target audience. Besides, researchers need to eliminate words that are too general and irrelevant. These words will attract many visitors but do not make them participate. The promoted university is a state Islamic university, so it must be closely related to the nature of the university.

The table below shows the advertiser's intuition in assessing the target advertising offered. This usually represents product advantages that are generally sought after by the target audience.

Keyword Options	Keyword Determination	Reason
Having 11 Best Accredited Study Programs	<i>prodi unggul</i>	These are to bring together people who are looking for relevant particular reasons
Having Islamic environment	<i>kampus islami</i>	
Having affordable tuition	<i>biaya terjangkau</i>	

Table 4. Keyword Determination based on fundamental

The table above is the fundamental nature of the university. UIN Raden Mas Said Surakarta is a state Islamic university that has 11 superior study programs and is accredited with national standards. These study programs are expected to be sought by the target audience. This state university certainly has an Islamic nuance that is different from other state universities. As we know that the majority of Indonesian people are Muslim. This state university also has low tuition fees.

Keyword Options	Keyword Determination	Reason
Pendaftaran UIN	<i>pendaftaran uin</i>	This is to bid people based on their purpose
Kampus yang membuka jalur terakhir	<i>ptn yang masih buka jalur mandiri</i>	This is to bid people who want to enroll in a similar campus by category of registration time.
UIN Walisongo	<i>uin walisongo</i>	This is to bid people who want to enroll in a similar and nearby campus.
UIN Salatiga	<i>uin salatiga</i>	This is to bid people who want to

enroll in a similar and nearby campus.
 Table 5. Keyword Determination based on Technical Consideration

Based on the table above, it is stated that during the national registration period, UIN Raden Mas Said Surakarta also still organizes new student registration. Therefore, the researcher wrote the key "*Pendaftaran UIN*" and "*PTN yang masih membuka jalur mandiri*". In addition, to provide options to a wider target audience, the researcher uses the keywords of neighboring universities to provide similar products.

Performance

After setting up the google ads feature, and activating ads for 24 days, the data on the effectiveness of using keywords can be reported as follows.

Keyword	Clicks	Impr.	CTR	Avg. CPC	Cost (IDR)
pendaftaran uin	877	4068	21,56%	207,43	181916
universitas islam negeri	85	973	8,74%	333,36	28336
prodi unggul	43	701	6,13%	672,28	28908
iaian salatiga	25	166	15,06%	232,2	5805
uin walisongo	21	378	5,56%	471,1	9893
uin sunan kalijaga	14	278	5,04%	370,14	5182
ptn yang masih buka jalur mandiri	7	138	5,07%	686	4802
kampus islami	0	0	0	0	0
biaya terjangkau	0	0	0	0	0
	1072	6702	16%	247,05	264842

Table 6. Keyword Ads Performance

The table above shows that Google Ads is able to display 6702 impressions within 24 days. Impressions are ads that appear on the target audience's search list. From these impressions, 16% or 1072 have clicked and went to the <https://uinsaid.ac.id/> website. The keyword "*pendaftaran uin* or university enrollment is the most likely to generate ad impressions, so that it has the potential to be clicked by many target audiences. While there are two keywords that do not display ad impressions. Reviewing the nine keywords, it seems that it displays different cost per click (CPC). The

keywords that get the most clicks turn out to have a low cost per click. Key words *ptn yang masih buka jalur mandiri* or “state universities that are still open independent pathway” has the highest cost per click, Rp. 686, -.

Except to the keyword ads used, the researchers also realized video ads. Researchers used a short 50 second video. A local Javanese comedian plays the role of looking for the best Islamic university and affordable tuition. This video was prepared before the final registration begins. The YouTube video ad can be seen on <https://www.youtube.com/watch?v=2o3NRhxBd1k> which contains an invitation to have a campus at UIN Raden Mas Said Surakarta.

Clicks	Impr.	CTR	Avg. CPV	Cost
4.280	13.900	31%	73.43	314.000

Table 7. Video Ads Performance

In the video description, the researcher writes narratively about the target university according to trends, fundamentals and technical considerations. From 13,900 impressions, 31% or 4,280 clicked on the ad. This video advertisement is paid Rp. 73.43 cost per view (CPV). For 24 days, the cost incurred for the video ad is Rp.314,000, -. From the installation of the two advertisements, it cost Rp. 578,842.00.

IV. DISCUSSION

From the results of advertising using two different models, it shows that many impressions appear based on keyword searches conducted by the target audience. It is evident that the considerations that adopt the rhetorical theory[3] in producing advertisements including the trend of consideration (*pathos*), fundamental consideration (*ethos*) and technical consideration (*logos*) greatly affect the Google algorithm in displaying ad impressions. Technical consideration is at the top of the rankings among other considerations. This proves that advertisers need market knowledge of the admissions system and the context. This technical strategy is able to make the target audience to participate actively in advertising. Other strategies include trend consideration and fundamental consideration to be in the next rank. Clicks are an emotional effect that

builds between the audience and the ad. This also proves that politeness shift can increase engagement between the target audience and the university according to the Schwartz emotional table[20].

The effectiveness of the trial advertising of the university, UIN Raden Mas Said Surakarta can be seen from the table below. The data below is the data for registrants of *Jalur Mandiri* from 2017 to 2021. There is a sharp difference when compared to the previous registration.

Year	Number of registrants	Number of registrants in 2021	Significance in 2021	
			Gap	%
2017	1509	2719	1210	80%
2018	1989	2719	730	36%
2019	No enrolment	2719	-	-
2020	1922	2719	792	41%

Table 8. Significance

When compared to the data in 2020, registrant on *Jalur Mandiri* or the independent pathway in 2021 experienced a significant increase. There was a 41% or 792 increase in the number of registrants in 2021. If compared to the previous three years, there was an extreme difference. There was an 80% increase in the number of registrants. The table above proves that there are significant changes in 2021. One of the reasons is the increase in impressions or advertisements displayed so that it has an impact on increasing the target audience who visits the official website.

This also proves that other strategies are able to attract the sympathy of the target audience. The success of advertising is strongly influenced by the mood of the target audience[9]. The credibility of the ad is also strongly influenced by the superior quality of his product[6]. In addition, contextual facts or relationships also greatly affect the relationship between the target audience and the advertising product[17]. The more impressions, the greater the potential for the ad to be reviewed by people. From these impressions, there is a great potential to be clicked by the target audience. Furthermore, the advertiser's knowledge of the product, target audience and social context greatly influences the pragmatic structure used in advertising. The duration of ad activation also greatly affects the number of clicks,

because every day the interest of the target audience changes. The longer the ad is campaigned, the bigger the brand will be remembered by the target audience. This method can also be used for university branding as an investment in the future. In addition, paid platforms such as Google Ads are able to report ad performance periodically. So that the costs incurred can be managed more effectively and efficiently. Advertisers can control by changing or changing keywords and other settings in real time to increase the number of target audiences. Moreover, if the advertising content used is in the form of persuasive videos, the target audience will be very sympathetic to the brand being offered. Based on the data presented above, the number of impressions generated is very large. There are significant potential clicks reached by video impressions on YouTube.

V. CONCLUSION

From the results of research and practice on the use of google Ads, it turns out that there is a significant influence on the number of registrants in 2021 by applying pragmatic strategies. Although there are other possible factors that cause the increase number of registrants, the use of google Ads or similar platform can be a right option to increase web visitor traffic drastically, effectively, efficiently and measurably. This method has a significant impact on increasing the number of registrants during the COVID-19 outbreak. Pragmatic strategy is needed to confront visitors who want to find something in a higher education institution without having to know the name. The name of the institution that may be foreign or new can be introduced through the nature or the specific character of the university. These characters will be listed in search results that have the potential to be visited by people. The greater the character of the institution that appears in search results, the more visitors will visit the destination web. The more visitors visit the institution's website, the greater the potential for visitors to participate, such as reviewing web content or enroll as new students. From this advertising strategy, policy makers are expected to determine the university's branding policies massively, either Google Ads or similar platform. Advertising is a solution to increase and bind the number of web visitors in a short time.

Increasing public awareness of the existence and quality of institutions is needed, so that the engagement between the community and the institution is always strong and reaches the whole community. Emotional value has been proven to increase the stimulus of awareness and attention to certain objects.

In addition, university branding can be easily managed using google ads. By building a good brand in the community continuously and incessantly, the university will easily influence consumer psychology. University's advertiser will easily determine targets based on particular geographic areas so that students who register will be more diverse. Therefore, the university needs a branding strategy as a long-term investment for the institution. The results of the research above illustrate that to carry out optimal promotions, university leaders need to use this strategy so that advertising and branding activities can be controlled and can be evaluated measurably.

RERERENCES

- [1] Abolfathiasl, H., & Abdullah, A. N. (2013). Pragmatic strategies and linguistic structures in making 'suggestions': Towards comprehensive taxonomies. *International Journal of Applied Linguistics and English Literature*, 2(6), p. 236–241. <https://doi.org/10.7575/aiac.ijalel.v.2n.6p.236>
- [2] Al-Hindawi, F. H., & Al-Tamimi, S. K. (2012). Pragmatic Structure and Pragmatic Strategies of Commercial Advertisements. *Journal of Human Sciences*, 1(12), p. 465–506. <https://www.iasj.net/iasj/download/d90f413ab57c6c13>
- [3] Aristotle. (2006). *Poetics and rhetoric*. Trans. S. H. Butcher & W. Rhys Roberts. New York: Barnes & Noble Classics.
- [4] Bhandari, R. S. (2017). Pay per click marketing strategies: A review of empirical evidence. *Journal of Industrial Distribution & Business*, 8(6), p. 7–16. <https://doi.org/10.13106/ijidb.2017.vol8.no6.7>
- [5] Bilá, M., & Kačmárová, A. (2014). Prosody pragmatics interface in the sitcom discourse.

- Russian Journal of Linguistics*, 4, p. 178–187.
<https://doi.org/10.22363/2687-0088-9392>
- [6] Chen, L. (2011). Pragmatic analysis of fuzziness in advertising English. *Asian Culture and History*, 3(2), p. 29–33.
<https://doi.org/10.5539/ach.v3n2p29>
- [7] Cluley, R. (2017). *Essentials of advertising*. London: Kogan Page.
- [8] Goddard, A. (1998). *The Language of advertising*. London: Routledge.
- [9] Gorchels, L. M. (1995). Trends in marketing services. *Library Trends*, 43(3), p. 494–509.
https://www.ideals.illinois.edu/bitstream/handle/2142/7960/librarytrendsv43i3p_opt.pdf
- [10] Grencíková, A., Krajco, K., & Sokol, J. (2018). Use of viral marketing by universities. *Marketing and Branding Research*, 5(2), p. 100–110.
<https://doi.org/10.33844/mbr.2018.60440>
- [11] Haryani, S. (2009). A Pragmatic analysis of English advertisements: A case study. *Bangun Rekaprima*, 03(2), p. 22–32.
<https://doi.org/10.32497/bangunrekaprima.v3i2,%20Oktober.864>
- [12] Jan, M. T., & Ammari, D. (2016). Advertising online by educational institutions and students' reaction: a study of Malaysian Universities. *Journal of Marketing for Higher Education*, 26(2), p. 168–180.
<https://doi.org/10.1080/08841241.2016.1245232>
- [13] Jin, Y., Shobowale, S., & Koehler, J. (2013). The incremental reach and cost efficiency of online video ads over TV ads. *Google Inc. (2012)*, p. 1–17.
<http://research.google.com/pubs/pub40426.html>
- [14] Kapoor, K. K., Dwivedi, Y. K., & Piercy, N. C. (2016). Pay-per-click advertising: A literature review. *The Marketing Review*, 16(2), p. 183–202.
<https://doi.org/10.1362/146934716X14636478977557>
- [15] Marcotte, C., & Stokowski, P. A. (2021). Place meanings and national parks: A rhetorical analysis of social media texts. *Journal of Outdoor Recreation and Tourism*, 35, 100383.
<https://doi.org/10.1016/J.JORT.2021.100383>
- [16] Maresova, P., Hruska, J., & Kuca, K. (2020). Social media university branding. *Education Sciences*, 10(3), p. 1–14.
<https://doi.org/10.3390/educsci10030074>
- [17] Rabab'ah, G., & Abuseileek, A. F. (2012). The pragmatic functions of repetition in TV discourse. *Research in Language*, 10(4), p. 445–460.
<https://doi.org/10.2478/v10015-012-0004-x>
- [18] Romanova, I. D., & Smirnova, I. V. (2019). Persuasive techniques in advertising. *Training, Language and Culture*, 3(2), p. 55–70.
<https://doi.org/10.29366/2019tlc.3.2.4>
- [19] Saputri, D. (2018). Advertising pay per click (PPC) dengan google adsense perspektif hukum Islam. *YUDISLA: Jurnal Pemikiran Hukum Dan Hukum Islam*, 9(2).
<https://doi.org/10.21043/yudisia.v9i2.4767>
- [20] Schwartz, S. (1992). Universals in the content and structure of values: Theoretical advances and empirical tests in 20 countries. *Advances in Experimental Social Psychology*, 25.
[https://doi.org/10.1016/S0065-2601\(08\)60281-6](https://doi.org/10.1016/S0065-2601(08)60281-6)
- [21] Searle, J. R. (1979). *Expression and Meaning: Studies in the Theory of Speech Acts*. Cambridge University Press.
<https://doi.org/10.1017/CBO9780511609213>
- [22] Septianasari, L., Baihaqi, Y., Abqoriyyah, F. H., & Syaputri, W. (2021). Language of Persuasion in Online Marketing of Cosmetic Products: A Glance of Netnography in Pragmatics. *Prasasti: Journal of Linguistics*, 6(1).
<https://doi.org/10.20961/prasasti.v6i1.44323>
- [23] Svetlana, F. (2014). *The Role of Advertising in Promoting A Product* [Centria University of Applied Science].
https://www.theseus.fi/bitstream/handle/10024/80777/Frolova_Svetlana.pdf

- [24] Triana, Y., Sari, I. F., & Apriyanto, S. (2020). Language Features and Causes of Suicide Case from Forensic Linguistics Point of View. *International Journal of Psychosocial Rehabilitation*, 24(6).
<https://doi.org/10.37200/IJPR/V24I6/PR260803>
- [25] Triana, Y., & Zulaiha, D. (2021). Investigating Aspects Affecting Joe Biden's Speech on the Inauguration of the 46th President of The United States: A Political Discourse Analysis. *Abmad Dablan Journal of English Studies*, 8(2), p. 164.
<https://doi.org/10.26555/adjes.v8i2.19956>
- [26] West, T. (2011). Going Viral: Factors That Lead Videos to Become Internet Phenomena. *The Elon Journal of Undergraduate Research in Communications*, 2(1), p. 76–84. <https://www.elon.edu/docs/e-web/academics/communications/research/vol2no1/08west.pdf>
- [27] Wróbel, S. (2015). Logos, Ethos, Pathos. Classical Rhetoric Revisited. *Polish Sociological Review*, 191(3), p. 401–422. <https://polish-sociological-review.eu/Logos-Ethos-Pathos-Classical-Rhetoric-Revisited,119915,0,2.html>
- [28] Yang, X., Sun, D., Zhu, R., Deng, T., Guo, Z., Ding, Z., Qin, S., & Zhu, Y. (2019). AIADS: Automated and intelligent advertising system for sponsored search. *Proceedings of the ACM SIGKDD International Conference on Knowledge Discovery and Data Mining*, p. 1881–1890.
<https://doi.org/10.1145/3292500.3330782>
- [29] Za, S. Z., & Tricahyadinata, I. (2017). An Analysis on the Use of Google AdWords to Increase E-Commerce Sales. *International Journal of Social Sciences and Management*, 4(1), p. 60–67.
<https://doi.org/10.3126/ijssm.v4i1.16433>