THE ROLES OF THE PRESENTER (PERSONAL SELLING) IN MARKETING EDUCATIONAL PRODUCTS AT ABC POLYTECHNIC OF JAKARTA

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\textbf{ABSTRACT}

The review means to decide the viability of personal selling in drawing in understudies during the confirmations cycle. Implementing a variety of marketing strategies, including product, pricing, promotion, and presenter strategies, is frequently necessary for the success of businesses, including educational establishments. It is believed that a key strategy for attracting prospective students is the presenter's role. The exhibition of moderators can be estimated by inspecting the proportion of candidates who come to enroll and thusly become new understudies. Maintaining a balance between registered applicants, accepted students, and incoming prospects appears to be a problem. ABC Polytechnic of Jakarta is the specific focus of the study, which is a school that focuses on training workers who are ready for work and developing human resources. The research takes a quantitative approach with the goal of describing and analyzing the role that presenters play in marketing educational products across the archipelago for professional development and educational institutions. To direct the investigation, the specialists mean to use SPSS Rendition 24, a measurable programming bundle generally utilized for information examination. SPSS can help with coordinating, breaking down, and deciphering quantitative information, permitting the scientists to reach significant determinations from their exploration discoveries.

\textbf{Keywords: Role of Presenter, Register Applicant, Submit Registration}

\section{INTRODUCTION}

Competition in education in private tertiary institutions is not only about popularity, quality of education and quality of graduates, but at this time it tends to be more competitive in the strategy of recruiting new prospective students. The strategy for recruiting new students is a very important part of the continuity of a university. Because currently universities are making various strategies in accepting new students.

Presentation is one of the effective marketing activities in attracting prospective students to register as students, where presentation activities are carried out directly by presenters to prospective users, so that presenters as representatives of institutions can directly persuade prospective students to become students. This is the advantage of a presenter.
In order for applicants or prospective buyers to come, an effective and efficient marketing strategy is needed to bring in potential buyers, such as conducting market research, building strong branding, using content marketing strategies, optimizing search engines, utilizing social media, using online advertising, building relationships with customers, provide loyalty programs, forge strategic alliances, and collect positive reviews and testimonials. Combining these strategies will help in attracting the prospect's attention, building trust, and influencing their buying decision. Constantly monitor and evaluate your marketing strategy to optimize results. When the applicant or prospective buyer is interested, it remains only for the presenter to convince them to buy.

The presenter is the one who conveys information in an interesting way; presenters have the ability to convey information in an interesting and persuasive manner. They can use effective presentation techniques, such as the use of visual media, appropriate body language, and use of relevant stories to hold the audience's attention. Presenters are responsible for building a positive image of educational institutions, meaning that presenters can help build a positive image of educational institutions through professional and inspiring presentations, with good presentations, they can increase public trust and interest in the educational products offered. Presenters help in building partnerships, a presenter can act as an ambassador for an educational institution, establish relationships with the community, and build partnerships with related parties, they can attend educational events, seminars or conferences to expand networks and promote educational products.

Research by Hamdan and Ratnasari in Correspondence Exploring Diary (2016,19(2)), One of the supporting factors for business progress is the ability of business actors to present the workforce and products offered, considering that prospective buyers have positive expectations about purchasing or utilizing labor and product.

Shimp's (2014) perspective on presentation in marketing communications. As per Shimp, events are cycles where there is a relationship between the moderator (speaker or salesperson) and the expected client, and vice versa. In this case, the presentation takes the form of face-to-face selling or personal selling, where the presenter talks about a product or service with the intention of selling it to one or more potential customers.

Communication between presenters and potential customers is very important during this presentation process. Moderators need to understand the requirements and needs of potential clients, and convey relevant information about the product or service being advertised. Presenters must also be able to interact effectively with potential customers, respond to their questions and concerns, and persuade them to buy the goods or services offered.

The presenter's role in marketing educational products is very important in increasing public awareness and interest in educational institutions. The presenter has a role as an effective communicator in conveying information about educational products to the audience.

LITERATURE REVIEW

Role

The view expressed by Soejono Soekanto in his book Sociology: A Presentation in 2012 argues that a job is a unique part of an individual's situation or status in the public eye. A person fulfills a role when he exercises the rights and responsibilities associated with his position. In this particular situation, work becomes important because it regulates one's behavior.

A person's behavior can be adjusted to the behavior of the group through roles. The standards that apply to the public eye control this work.
In addition, work can also refer to activities carried out by certain individuals or foundations/associations. Often the provisions or functions of the institution regulate the roles that must be carried out by the organization or institution.

In other words, roles can be thought of as a set of behaviors that are expected to be displayed by people in a particular social position. On the other hand, a role is an action that a person performs in a particular situation or event. Syamsir, T.(2014)

Presenters (Personal Selling)

Kotler and Keller (2012) state: 626) "Personal selling is establishing one-on-one relationships with one or more potential buyers to make presentations, answer questions, and get orders," Meanwhile according to Suyanto (2007: 215) that "individual sales are personal correspondence that seeks to enlighten buyers about an item and convince them to buy that item."

What adds to the attractiveness of the material presented through words is the mediator (Simarmata and Qoriyanti, 2017), even though according to Latief and Yusiat what Wirnita meant by the definition of a mediator is a person who appears in front of the camera and reads carefully, news from a studio or someone who hosts television shows that are different from a studio can also be referred to as a host or client (ESKA, 2015). From the above review, in general it can be said that the mediator is a person who plays an important role in attracting buyers through the ability to show.

Presentation skills; Presenters must have strong presentation skills. deep product knowledge; Presenters must have a comprehensive understanding of the educational product they are presenting, objection handling skills; Potential customers may have certain concerns or reservations regarding educational products. The presenter must be prepared to overcome these objections in a tactical and convincing manner.

Presenters can work effectively in marketing educational products, and bring relevant knowledge, skills, and strategies to achieve sales objectives and influence prospective customers' purchasing decisions.

Marketing strategy

Marketing strategy is indeed one of the tactics or ways to win business competition. Through a good marketing strategy, companies can identify the right target market, develop products or services that match market needs, determine competitive prices, and promote products or services effectively. Apart from that, the marketing strategy also includes choosing the optimal place or distribution to ensure that the product or service can be reached by consumers easily.

In the context of the marketing mix, there are four important elements that must be considered: product, price, promotion, and place. Product deals with the development and management of products or services that a company offers to the market. Pricing includes setting the right price for a product or service to match the value offered and compete in the marketplace. Promotion involves activities to introduce, inform and influence the target market to be interested in and buy the company's products or services. Meanwhile, place or distribution involves managing distribution channels and sales locations so that products or services can be easily available to consumers.

By combining an effective marketing strategy with proper management of the marketing mix, companies can improve their competitiveness and achieve long-term success in winning business competition.

List Applicant (Prospective Buyer)
Prospective buyers are individuals or groups of people who have the potential or tendency to purchase a product or service. These potential buyers can appear when they have a need or want that needs to be met.

The behavior of a consumer when he has the desire to choose and consume a product is called "purchasing intention". Purchase expectations arise when customers feel the effect on the quality and nature of goods and the data they get about these goods.

According to Kotler, a consumer can have an interest in buying if they feel the product meets the expected quality standards and is in accordance with the information they receive. Factors such as trust in the brand, product reputation, recommendations from other people, or previous experience can also influence consumer buying interest.

In marketing, understanding consumer buying interest is important for developing effective strategies in promoting and marketing products or services to the right prospective buyers.

Registration Application (Buyer)

According to Mira Erlinawati (2017), "buyers" are individuals who use their labor and products to benefit themselves or others. On the other hand, "buyers" are individuals who make purchases to fulfill additional requirements (Sunarto, 2018). From the two assumptions above, one might reasonably expect that individuals buy labor and products for their own use or for others.

Buyers are individuals who see what our organization is about, about the pros and cons of our administration, Philip Kotler, Standards of Advertising, Pretince-Lobby Inc., Engglewood Bluffs New Jersey, (1980:267-268).

Performance

Performance refers to the work of individuals or groups of people in an organization. This includes work achievements that can be measured both quantitatively and qualitatively.

It is important to note that performance must also match the authority and responsibility assigned to the individual or group. That is, they are expected to carry out the duties and responsibilities that have been assigned to them in accordance with applicable organizational regulations. Good performance must also comply with applicable laws and moral and ethical principles.

The purpose of performance is to achieve organizational targets or goals in a legitimate way and in accordance with the values held by the organization. Through performance measurement, organizations can evaluate the extent to which individuals or groups have achieved the expected results and identify areas for improvement.

Performance measurement can be done in various ways, including using quantitative indicators such as productivity, efficiency, or the level of success in achieving the set targets. In addition, qualitative aspects such as the quality of work performed, adaptability, or contribution to a team or organization can also be considered in evaluating the performance of a person or group.

In maintaining and improving performance, it is important to provide constructive feedback to individuals or groups, provide opportunities to develop skills and knowledge, and create a supportive and motivating work environment to achieve better results (Arya et al., 2018). Based on the point of view mentioned above, it can be concluded that performance is the result of a process that is carried out both individually and collaboratively.

2. RESEARCH METHODS
This study uses a quantitative methodology where quantitative examination is a series of information searches that involve information in the form of numbers as a tool to parse data about what needs to be known. Percentage, number of applicants, and number of applicants are all described in this study. Correlational approach is also used in this study. The correlation test itself is a study that combines at least one factor with different factors (Wahyunii et al., 2017) Claims Sugiyono (2014: 21) Descriptive analysis statistical methods analyze data by describing or describing data as collected without intending to draw generalizations or conclusions. The information used in the moderator assignment research in advertising subject matter at ABC Polytechnic of Jakarta is information about the inauguration of new students in each admission period in the 2020-2023 time period.

Variable Operational Definitions

A variable is given an operational definition when it is given a meaning, an activity, or an attempt to approximate the extent to which one variable affects another. This makes it easier to talk about the research. The functional definitions in this study are:

a. Autonomous variable (independent factor). The independent variable here is the number of students who are interested/came to get additional information from LP3N (prospective students/prospective students planned).

b. The dependent variable, while the dependent variable is the number of students who continuously enroll in Elementary Schools and Change of Experts.

Data collection

The marketing department reports which are summarized from reports per batch each year form the basis for collecting this data using secondary data. So that it becomes an information table and then the maker in collecting this information mentions objective facts and direct exploration to LP3N, also directs interviews with agreement officials who are also called Moderators.

Correlation Analysis

\[
r = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{(N \sum X^2 - (\sum X)^2)(N \sum Y^2 - (\sum Y)^2)}}
\]

Gambar 2. Analisa Korelasi (Rochmat, 2017)

Ket :

r : Koefesien korelasi
X : Variable bebas (jumlah aplikasi)
Y : Variable 2 (jumlah perolehan siswa)
N : Sampel

Sifat koeefesien korelasi :

1. \(-1 \leq r \leq 1\)
2. Tanda negative
   - Semakin tinggi nilai-nilai X maka akan semakin rendah nilai-nilai Y atau semakin rendah nilai X maka akan semakin tinggi nilai-nilai Y
3. Tanda positif
Semakin tinggi nilai-nilai X maka akan semakin rendah nilai-nilai Y atau semakin rendah nilai-nilai X maka akan semakin rendah nilai-nilai Y

4. Hubungannya bersifat linier

Semakin tinggi nilai-nilai X maka akan semakin tinggi nilai-nilai Y atau semakin tinggi nilai-nilai X maka akan semakin rendah nilai-nilai Y

5. Koefisien determinasis : $r^2$ (100%) yang menggambarkan besarnya proporsi variasi variable Y yang dijelaskan oleh variable X melalui persamaan regresilinier.

6. Jika r=10, tidak berarti bahwa hubungan antara X dan Y tidak ada

7. Hubungan korelatif tidak ada umplikasi hubungan sebab akibat

8. Adapun kriteria dalam penentuan kadar kekuatan hubungan yang dipakai adalah

Tabel 1. Hipotesis Statistik

<table>
<thead>
<tr>
<th>Nilai</th>
<th>Deskripsi</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;0,20</td>
<td>Hubungan antara variable-variable tersebut sangat lemah dan dapat</td>
</tr>
<tr>
<td>0,20-0,39</td>
<td>Masih ada hubungan antara variable-variable tersebut walaupun hubungannya</td>
</tr>
<tr>
<td>0,40-0,69</td>
<td>Ada hubungan yang sedang antara variable-variable tersebut</td>
</tr>
<tr>
<td>0,70-1,00</td>
<td>Ada hubungan yang kuat antara variable-variable tersebut</td>
</tr>
</tbody>
</table>

Sumber: Data primer yang diolah, 2023

Statistical Hypothesis

With a test measure, it is especially known that H1 if $t_{count}$ is more prominent than $t_{table}$ and the level of importance is 0.05, the factual speculation is to admit $H_1=t_{count} \geq t_{table}$ and admit $H_0$ if $t_{count} \leq t_{table}$, and the theory that can be measured is:

$H_1$: The number of students enrolled at ABC Polytechnic of Jakarta has a significant correlation with the role of Sales Person and Presenter.

$H_0$: There is no critical relationship between Sales rep and Moderator with securing the number of students at the Jakarta ABC Polytechnic.

3. RESULTS AND DISCUSSION

Overview of Final 4 (Four) Year LP3N Admission Results

Acceptance of new students at the Nusantara Professional Education and Development Institute for the last four years—the first, second, third, and fourth years—can be summarized as follows:

<table>
<thead>
<tr>
<th>Tahun Ke..</th>
<th>Jumlah Aplikan</th>
<th>Jumlah Pendaftar</th>
<th>Jumlah Registasi</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>207</td>
<td>147</td>
<td>133</td>
</tr>
<tr>
<td>2</td>
<td>271</td>
<td>212</td>
<td>152</td>
</tr>
<tr>
<td>3</td>
<td>155</td>
<td>92</td>
<td>87</td>
</tr>
<tr>
<td>4</td>
<td>197</td>
<td>136</td>
<td>127</td>
</tr>
</tbody>
</table>

Sumber: Data primer yang diolah, 2023

Based on these findings, the number of students fluctuated and tended to decrease from the first year to the fourth year, only starting to increase again in the 2nd year.
An overview of the results of the comparison of the number of applicants with the number of applicants

From the calculation of the number of candidates to the number of uses, the following results are obtained:

<table>
<thead>
<tr>
<th>Tahun Ke..</th>
<th>Jumlah Aplikan</th>
<th>Jumlah Pendaftar</th>
<th>Presentase</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>207</td>
<td>147</td>
<td>71%</td>
</tr>
<tr>
<td>2</td>
<td>271</td>
<td>212</td>
<td>78%</td>
</tr>
<tr>
<td>3</td>
<td>155</td>
<td>92</td>
<td>59%</td>
</tr>
<tr>
<td>4</td>
<td>197</td>
<td>136</td>
<td>69%</td>
</tr>
</tbody>
</table>

Sumber: Data primer yang diolah, 2023

Based on the comparison table, the ratio of registrants to those who registered was higher in years 1 and 2 when the trend was decreasing and the ratio of registrants to those who registered was decreasing. 4.

An overview of the results of the comparison of the number of applicants and the number of registrations

From the results of calculating the number of registrations to the number of incoming uses, the following results are obtained:

<table>
<thead>
<tr>
<th>Tahun Ke..</th>
<th>Jumlah Aplikan</th>
<th>Jumlah Registrasi</th>
<th>Presentase</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>207</td>
<td>147</td>
<td>64%</td>
</tr>
<tr>
<td>2</td>
<td>271</td>
<td>212</td>
<td>56%</td>
</tr>
<tr>
<td>3</td>
<td>155</td>
<td>92</td>
<td>56%</td>
</tr>
<tr>
<td>4</td>
<td>197</td>
<td>136</td>
<td>64%</td>
</tr>
</tbody>
</table>

Sumber: Data primer yang diolah, 2023

Based on the results of the comparison table, the ratio of applicants who come to those who register is usually high throughout the year. 1 to 4 years which varies.

An overview of the results of the correlation between the number of applicants who come and the acceptance of new students

Given the quantified test results using the correlation coefficient, the relationship between the number of incoming candidates and the admission of new students is as follows:

<table>
<thead>
<tr>
<th>No</th>
<th>Korelasi</th>
<th>Koefisian Korelasi</th>
<th>Kriteria Uji</th>
<th>Sinifikan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rasio aplikan terhadap pendaftar</td>
<td>0,999</td>
<td>Terima H0, ( t_{hitung} \geq t_{table} )</td>
<td>Signifikan</td>
</tr>
<tr>
<td>2</td>
<td>Rasio aplikan terhadap pendaftar</td>
<td>0,937</td>
<td>Terima H0, ( t_{hitung} \geq t_{table} )</td>
<td>Signifikan</td>
</tr>
</tbody>
</table>

Source: Primary data processed, 2023

Based on the results of the correlation between the role of the presenter and the acceptance of new students at the ABC Jakarta Poitechnic, the result is that \( t_{count} \geq t_{table} \),
then the test criteria accept H1 and reject H0, meaning that there is a significant correlation between the role of the presenter and the acceptance of new students at Jakarta ABC Polytechnic.

Discussion of the Number of Applicants, the Number of Registrants and the Number of Registrations at the ABC Polytechnic

From the results of table 1 it can be explained as follows:

a. In the 1st year, the marketing team with its strategy had 207 applicants, and the presenter team managed to register 147 applicants, and made 133 applicants register, so that in terms of performance the presenter succeeded in capturing 90.47% new students.

b. In the 2nd year, the marketing team with its strategy has received 271 applicants, and the presenter team managed to register 212 applicants, and made 152 applicants register, so that in terms of performance the presenter succeeded in capturing new students by 71.70%.

c. In the 3rd year, the marketing team with its strategy has received 155 applicants, and the presenter team succeeded in getting applicants to register 92 people, and making registrants to register 87 people, so that in terms of performance the presenter managed to capture new students by 94.56%.

d. In the 4th year, the marketing team with its strategy has received 197 applicants, and the presenter team succeeded in getting applicants to register 136 people, and making registrants to register 127 people, so that in terms of performance the presenter succeeded in capturing new students by 93.38%.

Overall presenter's performance is the best in year 4, namely 93.38%. Of the 136 people who signed up, 127 became students. If we analyze the overall marketing strategy, the promotion team is underperforming (although there is no research yet). If the promotion team can bring in more applicants, more students will be netted. This is shown in table-2 and table-3.

Discussion of Comparison of the Number of Applicants with the Number of Registrants at the ABC Polytechnic

From the results of table 2, several things can be explained as follows:

a. Year 1 of the applicants who came, 207 people who registered were as many as 133 people, or 64%, this shows the presenter's performance of the expected 100%.

b. Year 2 of the applicants who came 271 people who registered was as many as 152 people, or 56%, this shows the presenter's performance of the expected 100%.

c. Year 3 of the applicants who came 155 people who registered were as many as 92 people, or 59%, this shows the presenter's performance of the expected 100%.

d. Year 1 of the applicants who came, 197 people who registered were as many as 136 people, or 69%, this shows the presenter's performance of the expected 100%.

It can be seen from the data above that the presenter's performance in year 2 was the best at 78%, this strengthened where the presenter had a role in making applicants/people who came to become registrants.

Discussion of Comparison of the Number of Applicants with the Number of Registrations at the ABC Polytechnic

From the results of table 3, several things can be explained as follows:

a. Year 1 of the applicants who came, 207 people who registered were as many as 147 people, or 71%, this shows the presenter's performance of the expected 100%.

b. Year 2 of the applicants who came 271 people who registered was as many as 212 people, or 78%, this shows the presenter's performance of the expected 100%.

c. Year 3 of the applicants who came 155 people who registered were as many as 92 people, or 59%, this shows the presenter's performance of the expected 100%.

d. Year 1 of the applicants who came, 197 people who registered were as many as 136 people, or 69%, this shows the presenter's performance of the expected 100%.

It can be seen from the data above that the presenter's performance in year 2 was the best at 78%, this strengthened where the presenter had a role in making applicants/people who came to become registrants.
c. Year 3 of the applicants who came 155 people who registered were as many as 87 people, or 56%, this shows the presenter's performance of the expected 100%.

d. In the 4th year, from the applicants who came, 197 people who registered were as many as 127 people, or 64%, this shows the presenter's performance of the expected 100%.

It can be seen from the data above that the performance of presenters in years 2 and 4 was the best at 64%, this strengthens where presenters have a role in increasing registrants to registration (Students / New I).

Discussion of the Correlation Between the Number of Applicants and Admission of New Students at the ABC Polytechnic

The results from table 4 tend to be interpreted in several ways as follows:

a. The consequence of the relationship between the number of candidates and registrants and the number of candidates and the number of registrants means that there is a very large relationship between the two with a correlation coefficient of 0.999 and 0.937. This can be seen from the relationship rules, where there is a field of strength between HR and event factors (moderators) with the consequences of conceding new students in the implementation of General Training and Expert Change.

b. There is a high link between these two factors because in the implementation of education, the moderator's task is very large, because the moderator as the leader of the show will determine the final result. Admission of new students to the Public Foundation of Training and Expert Turn of events. As a result, it appears that the presenter's experience selling products and in-depth knowledge of the product will go a long way in building applicants' trust and ensuring their enrollment.

4. CONCLUSION

The following are some conclusions that can be drawn from the results of the discussion: The moderator plays an important role in the acceptance of new students at ABC Polytechnic of Jakarta considering the influence of the presentation is shown by personal selling which has deep relational skills and item information will uphold the most common way to accept new students. This display procedure has high relevance, especially for organizations in the field of educational administration. Because this is where the main essence of this method is related to the sale of instructive goods, apart from the nature of the goods and the facilities they have. The percentage of new student admissions from year to year supports this high correlation. Performance when viewed from the percentage has increased, namely for 4 years with an average percentage of 87.52%. What needs to be considered is the small number of people who come. Should the performance of Taem Presenter be 87.52%, if 1,000 applicants come, then 875 people will register. Based on the data above, if the ABC Polytechnic wants to get students with lots of teams, the performance that must be improved is the advertising and promotion team must have the target of bringing in as many people or applicants as possible, so that with the current performance of the presenter team, they can easily recruit there are more prospective new students to study at the Jakarta ABC Polytechnic.

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