



**IMPLEMENTATION INFORMATION SYSTEM FOR HEALTH FACULTY  
STUDENT ADMISSIONS IN MEASURING THE EFFECTIVENESS OF DIGITAL  
MARKETING ON THE ATTRACTIVENESS OF THE SELECTION OF HEALTH  
FACULTIES**

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**ABSTRACT**

New student admissions for the health faculties of Indonesian partner universities have indeed used the website at [pmb.umitra.ac.id](http://pmb.umitra.ac.id), added features in the registration of new students that have the effect of digital marketing applied to increase attractiveness to the selection of health faculties. Therefore, researchers and the team are trying to reactivate the function of the registration website, and implement the optimization of the online registration, and help organize new student admissions at the website-based health faculty, as well as to measure the effectiveness of digital marketing on the attractiveness of choosing specializations in the health faculty whose framework is made integrated with new student registration website at the health faculty. Researchers and the team used quantitative descriptive methods and data collection techniques were carried out by literature studies and field research. It is hoped that this will increase the number of students enrolled interested in the faculty of health and the effectiveness of digital marketing at Indonesian partner universities. Can be a solution in increasing the number of new students at the health faculties of Indonesian partner universities.

Keywords: digital marketing; health faculty; information system; online registration

**INTRODUCTION**

Technological developments (Amirullah, 2015), we can find in everyday life. Not infrequently we also use or take advantage of it. Technological developments mean that from time to time technology continues to develop in a more sophisticated direction. This development is based on innovation and human creativity. The existence of globalization helps spread technological developments to various countries. As a result, technology is increasingly widely known and spread in human life. One of the important activities in a university is the Selection of New Student Admissions (PMB). At Mitra Indonesia University, in organizing this PMB program, the aim is to filter and find excellent seeds that will allow it to produce the best graduates later. However, new student admissions at Mitra University Indonesia are currently being tested, due to the Covid-19 pandemic. To overcome this, there is currently a system for selecting new students online. With the PMB Online, prospective students only register through the system which will be directly integrated. Prospective students also don't have to queue for long and the administration is no longer tired of having to serve one by one.

The Covid-19 pandemic (Afendi, 2020), has made the contribution of health workers so needed. New students who have a "passion" to work in the health sector when they graduate from college, a number of majors can be an option. The field of health is actually much broader than just being a doctor or nurse. There are many other things beyond that that can support the health of many people, from administration, technology, to complementary products such as extension workers and medicines. This improvement in quality and competence becomes more important when the world of health enters a global situation that allows competition to occur. Quality is

an important point for improving health services to the community. Without adequate quality, it is difficult for us to expect a change in the health index on this Earth of Sang Khuwa Jurai. So efforts to continue to produce quality health workers, be it doctors, midwives, or nurses, must be a top priority.

Certification tests, competency tests, training, internships, field assignments, and others can be used to measure the quality and competence of health workers. In addition, recognition of the profession of health workers such as nurses, for example, will ensure the comfort and quality of work of the health human resources. Improving the competence of health workers (Abdillah.A, 2016) should also be a separate concern. The competence of health workers needs to be continuously improved through a series of courses, comparative study training, and the like so that they are able to carry out health service tasks in an adequate, applicable, and systematic manner according to technological developments in the world of health. Digital marketing (Afrillia, 2018) is one of the most widely applied strategies by various companies in promoting in the Industrial Revolution 4.0 era (S.Rosyadi, 2018). Coupled with capable supporting features will make digital marketing more effective. Connect to consumers easily. Why digital marketing is important, the main reason is to facilitate communication with consumers. Consumers will feel appreciated when served well and quickly by the company. Likewise, if the company releases a new product, it can do promotions directly to consumers. Therefore, with this research, in order to maximize the number of applicants from the health faculty, thus, making qualified health faculty graduates.

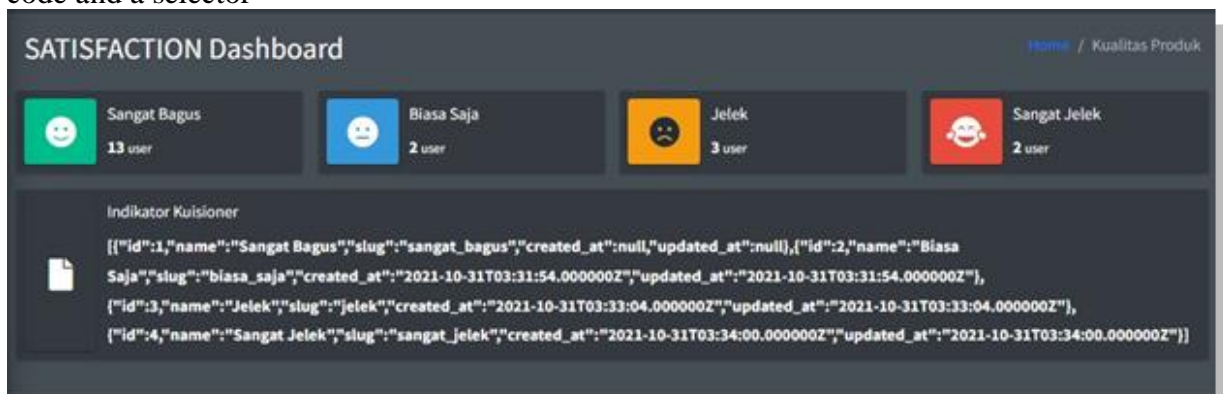
## **METHOD**

Descriptive research method with a quantitative approach. According to (Abdullah, V, 2012), explaining that descriptive research, namely, research conducted to determine the value of independent variables, either one or more (independent) variables without making comparisons, or connecting with other variables is called the research method. Descriptive research is research that seeks to describe a symptom, event, event that is happening at the present time. For the quantitative approach, it is explained that approach uses quantitative because it uses numbers, starting from data collection, interpretation of the data, as well as the appearance of the results based on this understanding, it can be concluded that descriptive research is carried out by seeking information related to existing symptoms, clearly explained goals to be achieved, plan how to approach them, and collect various kinds of data as material for making reports. In this study, the authors want to know an overview of customer satisfaction on products and services as well as the effectiveness of digital dealing. Quantitative approach because it uses numbers, starting from data collection, interpretation of the data, and the appearance of the results. This approach is also associated with research variables that focus on current problems and phenomena that are happening at the present time in the form of research results in the form of numbers that have meaning. The population used in this study is 40 prospective new students who will choose one of the specializations as health workers at the health faculty of Universitas Mitra Indonesia. The sample used was 20 prospective new students using the most voter validation. It is shown in the picture below that most voters are interested in the health faculty and voter tabulation. The picture below shows the choice of Very good, 13 people, Average choice 2 people, choice Ugly 3 people and Very bad choice 2 people from 20 people

## **RESULTS**

The picture below shows the choice of Very good for the faculty of health 13 people, the choice of Mediocre on the faculty of health is 2 people, the choice of the faculty of health is Poor 3 people and the choice of Very bad for the faculty of health, 2 people from 20 people, from questions about the faculty of health and also the selection table consisting of a selector code and a selector and the choice of Very bad for the faculty of health, 2 people from 20 people,

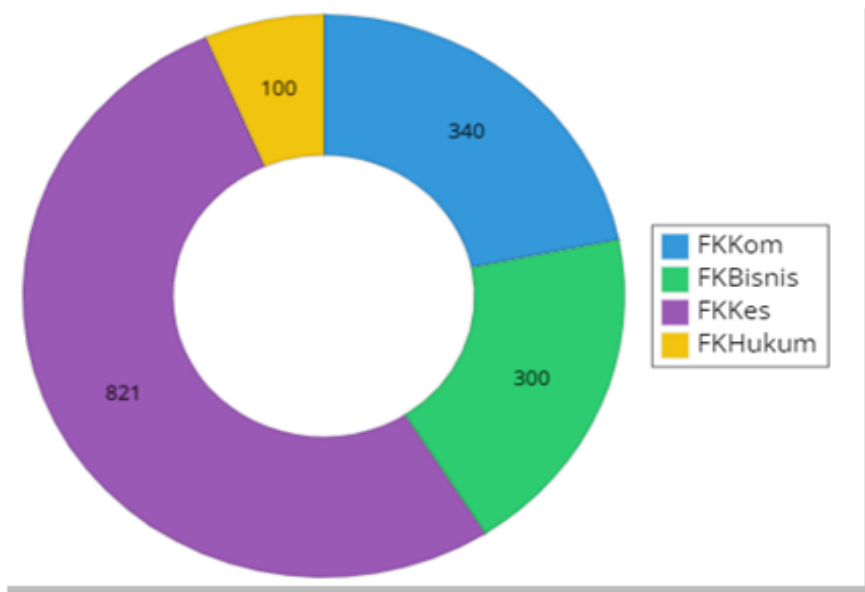
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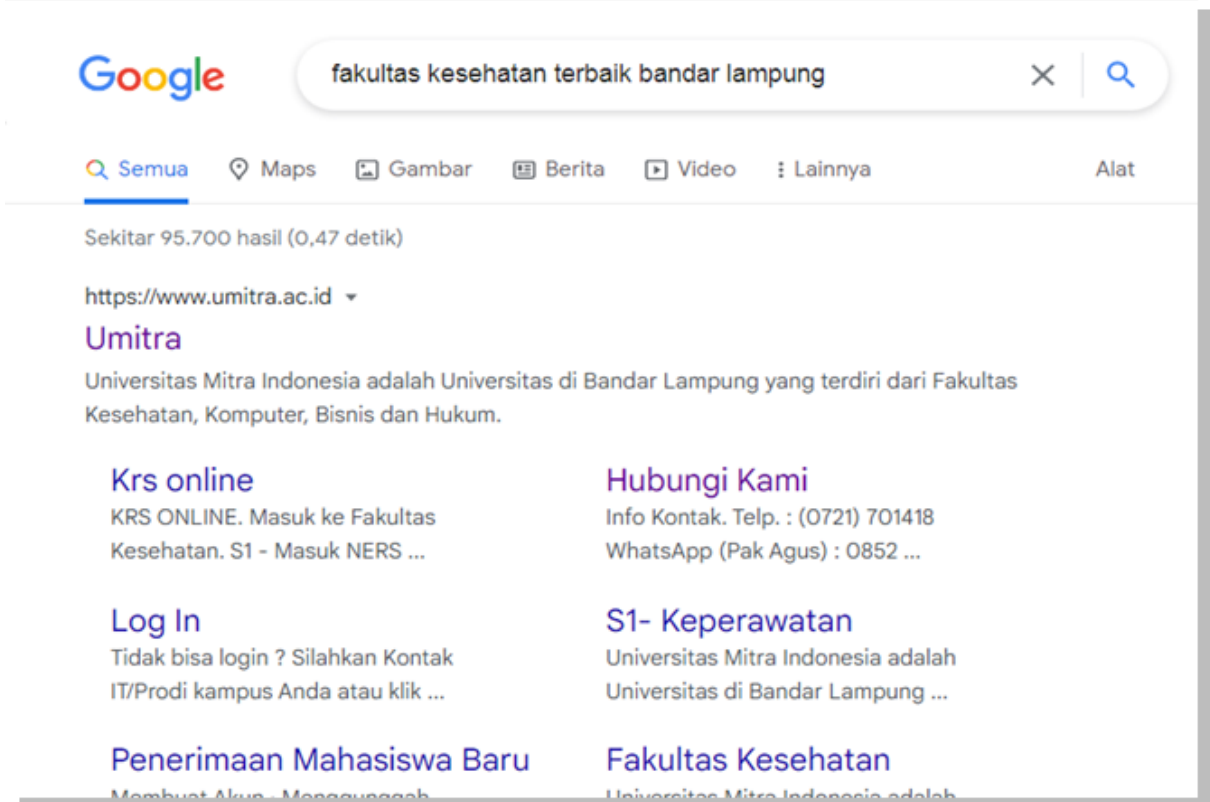
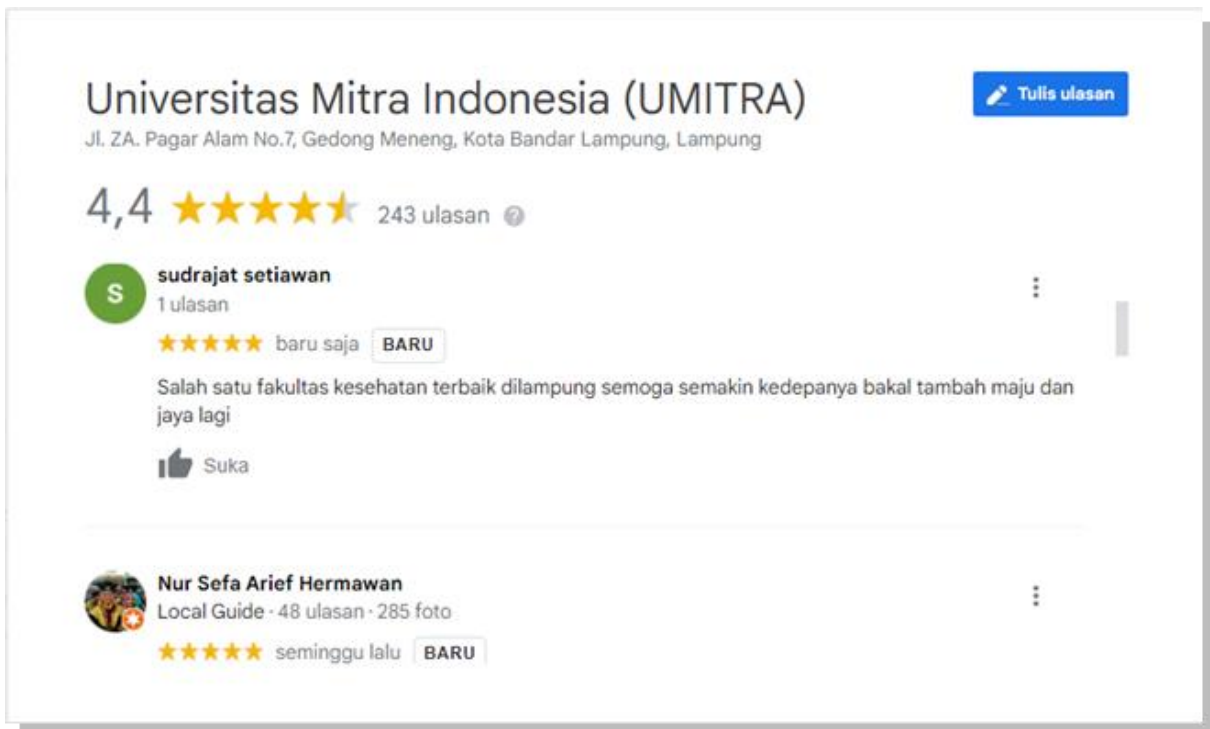
Copy CSV Excel PDF Print Column visibility Search:

No	Kode Pemilih	Kode Terpilih	Action
2	1	1	Show Edit Delete
3	2	1	Show Edit Delete
4	3	2	Show Edit Delete
5	4	1	Show Edit Delete
6	5	1	Show Edit Delete
7	6	1	Show Edit Delete
8	7	1	Show Edit Delete
9	8	4	Show Edit Delete



The picture above shows the number of student registrations for the Faculty of Health in the last 2 years

## DISCUSSION



### Parameters Effectiveness of Digital Marketing include:

1. The first paging in the keywords of the best health faculty in Bandar Lampung
2. The first paging in the effectiveness of social media
3. High rating google ads reviews
4. Enter the category of health faculties of interest in the Bandar Lampung area
5. More than 1000 visitors
6. Comments on visitor ratings that say very good on the faculty of health

## CONCLUSION

It is important that there is continuity in keyword research with uses such as Google Keyword Planner, SEMrush, and others, and hope that by using the right keywords, website rankings will also be better so that it can generate high web traffic. Several other reasons why keyword research needs to be done before creating content. Increase the number of new students at the faculty of health, Get a better ranking in search engines to further increase the number of and quality, Increase online registration traffic and promotion of health faculties on the marketing side.

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