

IS IT A RELATIONAL
MARKETING STRATEGY?
CLUSTER ANALYSIS
@UNIVERSITASMERCUBUANA
JAKARTA FACEBOOK POST
AND COMMENT

by Yuli Harwani

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**IS IT A RELATIONAL MARKETING STRATEGY?
CLUSTER ANALYSIS @UNIVERSITASMERCUBUANAJAKARTA FACEBOOK
POST AND COMMENT**

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Abstract: The objective of the research is to analyze the relational marketing strategy from the application of new media facebook in the private university Facebook account @universitasmercubuanajakarta. 5575 post and comment within the year 2013 collected, 51 irrelevant data excluded from the analysis, and finally there are 1412 post and 4112 comment analyzed. There are 756 accounts generated the post, @universitasmercubuanajakarta post 872 times and there are 84% (633) accounts post 1 time, furthermore there are 97% (735) personal account and 3% (21) organization account. The gender of the 735 personal account are 40% (297) woman and 60% (438) man. There are 2015 account generated the comment, @universitasmercubuanajakarta comments 456 times and there are 90% (1805) accounts comment 1-2 times, furthermore there are 99,99% (2011) personal account and less than 0,01% (4) organization account. The gender of the 2011 personal account are 37% (748) woman and 63% (1267) man. These post and comment interaction confirmed the relational marketing activities @universitasmercubuanajakarta, further cluster analysis conducted and confirmed the application of relational marketing strategy within four main themes which are The Student Achievement, The University External Cooperation, The Employee Class Program & Facilities, and The Information for Prospective & New Students.

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Keywords: Relational Marketing, @universitasmercubuanajakarta, Facebook Post & Comment, Provalis Research QDA Miner, Cluster Analysis

Abstrak: Tujuan penelitian ini ada untuk menganalisa strategi pemasaran relasional melalui aplikasi akun facebook @universitasmercubuanajakarta. 5575 post dan comment didalam periode tahun 2013 dikumpulkan, 51 data yang tidak relevan dikeluarkan dari analisis, dan akhirnya 1412 post dan 4112 comment dianalisa. Total ada 756 akun yang post di akun @universitasmercubuanajakarta, akun @universitasmercubuanajakarta post 872 kali dan 84% (633) akun post 1 kali, 97% (735) akun personal dan 3% (21) adalah akun organisasi. Gender 735 akun personal adalah 40% (297) perempuan dan 60% (438) adalah laki-laki. Total 2015 akun yang comment di akun @universitasmercubuanajakarta, akun @universitasmercubuanajakarta comment 456 kali dan ada 90% (1805) akun comment 1-2 kali, 99,99% (2011) akun personal dan kurang dari 0,01% (4) akun organisasi. Gender 2011 akun personal terdiri dari 37% (748) adalah perempuan dan 63% (1267) adalah laki-laki. Interaksi post dan comment ini membuktikan aktifitas pemasaran relasional yang terjadi didalam akun @universitasmercubuanajakarta, selanjutnya analisis klaster mengkonfirmasi bahwa aplikasi strategi pemasaran relasional didalam 4 tema besar yaitu Prestasi Mahasiswa, Kerjasama Eksternal Universitas, Program dan Fasilitas Kelas Karyawan, serta Informasi Calon Mahasiswa Prospektif dan Calon Mahasiswa Baru.

Kata kunci: Pemasaran Relasional, @universitasmercubuanajakarta, Post & Komentar Facebook, Provalis Research QDA Miner, Analisis Klaster

INTRODUCTION

Marketing activity shifting from transactional marketing to relational marketing, from a product-oriented marketing to customer-oriented marketing. Transactional Marketing aims to encourage shoppers to make purchases through some stimuli such as low prices, convenience, and packaging, meanwhile, relational marketing means to develop, nurture and maintain long-term relation between individual customers, suppliers, employees and other parties for mutual benefit (Boone & Kurtz, 2013).

22 Relational marketing brought about numerous innovative marketing practices never imagined before such as the loyalty programs (Sheth, 2012), the loyalty programs turn satisfied customers to be loyal customer (customer loyalty). Customer loyalty does not only increase the value of the business, but also could attract new customers (Aryani & Rosinta, 2011). In the short term, improving customer loyalty will increase the sale of the company and furthermore the profit for the company. In the longer term, loyalty will be more profitable for the company, because customers are willing to pay higher prices and are willing to recommend new customers (Aryani & Rosinta, 2011).

According to (Kotler & Armstrong, 2010), there are three approaches in relational marketing. The first approach is the economic approach in order to build a relational with the customer on the basis of financial or economic benefits incurred for the customer. Although the economic benefits could attract the customer preference toward the product, this approach could be imitated by the competitor. Furthermore the business entity should try to increase the social relation with the customers, researching on the customer needs and wants based on the individual basis. The second approach is to build interaction between the customer and the company. Company should start to learn to manage the relationship with the customer and this is an effective instrument of marketing. Customer service communication is a key factor in this approach, such as creating an event that could develop the engagement with the customer. The third approach is to build strong relationships with customers and form the structural tie. The company could provide a structured program or approach that can attract the interest of customers to engage the member, for example promoting the membership card and delivering special privilege for the member.

These approaches of relational marketing should consider the source of marketing communication for the customer. The source of marketing communication are shifting from radio, television, magazines, and newspapers which are the traditional source of advertising toward new media that could provide customers control on media consumption consistently. The customer demand immediate access for information and increasing their reliance on new media as a source of information for the purchase decision-making. Furthermore, manager should learn to talk with the customer to exert a high level of control over company-to-customer messages, therefore manager should be able to influence the conversation taking place in the new media space as opposed to talking at them (Mangold & Faulds, 2009).

This research investigate the application of relational marketing strategy from the facebook, a new media communication channel that enable customer to access the information and also respond the information at their own convenience. This research will explore themes of marketing communication from the post and comment within the facebook account, and since the education industry in Indonesia is growing and utilizing the new media to develop the

relational marketing toward the existing and new customer, therefore the private university facebook @universitasmercubuanajakarta selected as the case study for this research.

LITERATURE REVIEW

University Marketing Communication. The high degree of competition among universities and the need to improve the marketing process demand a good communication between universities and their interest groups, therefore integrated strategic planning, marketing and detailed integrated marketing communication is important to form a successful university brand (Schüller & Rašticová, 2011). The university should improve the elements of the strategy which are the identity, brand image of the university and stressed that the identity of the organization is closely related to the brand, product, distribution, and communication to the stakeholders. Brand and identity was the subject of University research conducted by (Schüller & Rašticová, 2011) which concentrates on the cooperation between faculty and the University to develop a brand, how two diverse areas, which are the mission of the University and the marketing approach shape the identity of the institution. Furthermore the key influence factors for a successful University brand are a clear vision, the leading position, and the employee participation.

The university could develop the brand and allows people to generate the content in a participative way whenever they want an information with social media. Social media relates to a self-generated, authentic conversation between people about a particular of mutual interest, built on the thoughts and experiences of the participants (Cao, 2013). Therefore, social media is definitely all about sharing and aiming at a collective vision, often intending to offer a more-appropriated or informed choice in the end. Social media consists of online and mobile, word-of-mouth forums including social networking websites, blogs, company sponsored discussion boards and chat rooms, customer-to-customer emails, customer product or service ratings websites, Internet discussion boards.

Social media is relevant to customer-oriented marketing since social media marketing focus on people and individual rather than products (Cao, 2013). Products presented by the company with many qualitative features and promotional tools but the comments and appreciations dropped by the customers change the marketing fundamental. Marketers are not able to control these contents anymore since these contents generated by the Internet users, negative information about the product or company may be spread to million of people within a few minutes. As a consequence, the competence and ability to influence the crowd is becoming more important for marketing management. The company should apply the social media marketing to build a strong, connected relationship between customer and company.

Facebook is one of the social media tools in relational marketing (Weiss, 2012). While Facebook is proving to be a valuable marketing resource, potential advertisers should have realistic expectations regarding the results of their ad, as well as how to utilize Facebook effectively. Marketers can maintain a relationship with customers through Facebook much the same way that individuals use the site for personal relationships. In this way, Facebook should not be seen as an instrument to generate a burst of sales, but also to build a brand loyalty.

The growing competition level encourage the company to focus on the marketing activities for the customers. The education institution such as the universities also begin to focus on its customers using social media to support the marketing activities. (Schüller & Rašticová, 2011) said that the university should develop a planned marketing strategy, furthermore the higher-education institutions and universities should consider applying integrated marketing

communications, the ideal form of communication with prospective students. The design of a marketing strategy should always be preceded by a detailed analysis of the most efficient sources of information on the study opportunities at a university or college. Finally the target group should be explored in detail to find out about its needs, wishes, expectations, and exploring the Facebook data will be beneficial to explain the relational marketing activities.

METHOD

Relational marketing activities supported by the progress of the technology used by the community and the rapid growth of social media users. Social media offers some benefits such as allowing connections of people to people, open conversation, and self-existence as well as share ideas (Bryman, 2012). Social media data can be used as a research data for the evaluation of corporate strategy. The data extracted from the social media account will explain the activities history of the social media account. Social media data also have some advantages, which are the coverage, the instant response and an authentic expression from the customers (Bryman, 2012). These social media dataset advantages support the research @universitasmercubuanajakarta relational marketing strategy evaluation.

The sample in this research is a Facebook account @universitasmercubuanajakarta during the period March 2013 up to September 2013. Within these period, prospective students are conducting the search process information related to the profile of the University. Researchers take a sample and retrieve the data for the purposive sampling as the "Purposive sampling is a technique of determining the sample with a certain consideration" (Sugiyono, 2010).

The methodology of data analysis in this study is Cluster Analysis. (Campbell, Pitt, Parent, & Berthon, 2011) explains that the Cluster Analysis allows researcher to analyze textual data, and this method is a perfect tool to explore the customer response. The approach will develop an understanding of each part of the dimension within the text. Unlike the quantitative approach that require an understanding of the dimensions construct confirmatory, this method is an exploratory.

The analysis using Provalis Research QDA Miner Software, Provalis Research is a quantitative qualitative data analysis software for encoding textual data and graphics, annotating, retrieving and reviewing data and documents code. The program can manage complex projects involving a large number of documents combined with numerical and categorical information. Provalis Research also provides a variety of tools to identify patterns in the relationships between code and numerical properties or other categories (Lewis & Maas, 2007).

The stages of data processing are the preparation of data, selecting text data, analyzing text content, classify the word, sweep the phrase, and choosing output. The description of each stage given in table 1 below:

Table 1. Stages of Data Processing

No	Stage	Definition	Implication
1.	Data Preparation	Prepare text data and then transformed the data into a Microsoft Excel files. The data is arranged in each category. Each category inserted into each column in Microsoft excel files.	Initial data to be processed is presented in excel format. The description of the data are the name of a Facebook account, post, tagged, image links, like the post, date of post, comment, ID commenter, like the comment, the comment date. User identity such as the gender, location, relationship status, and religion.
2.	Data Selection	Text data that is not relevant to the purpose of the research excluded in the data processing.	After the data presented, the data through an observation phase (facebook post). If there is a post which is not relevant to the topic of the study, the data excluded from the data processing and removed from the excel file.
3.	Content Analysis	Data processed using the software program. "Content Analysis" selected to analyze the text content.	The data used is the "post" that exist @universitasmercubuanajakarta.
4.	Classify the word	There are several options to classify the word or phrase. Words that appear either word or phrase will be sorted by frequency.	In this study, the text will be raise by phrases. Frequency is set to raise the phrase with minimum 10 times appearance within the data.
5.	Keyword Selection	The word or phrase appears, researchers discard the word or phrase that would not be put in the dictionary with the "exclusion list" option.	To form a good group, key words which is not associated with the study purpose removed with the "exclusion list" option.
6.	Output Visualization	The output display can be either 2D, 3D, based on the words that have been selected. Another view is dendogram, which is a diagram illustrating the proximity of words contained in each group.	The output selected in this study is a 2D map which describes a group of keywords and dendogram.

Data Processing Results Description. This research using Facebook data within 2013. The initial data that will be processed is presented in excel format. The data contains the name of the Facebook account, post, image, link is tagged, like post, date of post, comment, commenter, like ID comment, comment, date the identity of the owner of the Facebook account either the post data as well as the commenter like gender, location, relationship status and religion.

Second, after the data preparation, the researcher cleaning the post one by one. If there is a post that is not relevant to the research objective, the data is excluded within the process and removed from the excel file. Examples of removed data from the dataset are shown in table 3:

Table 2. Sample of Irrelevant Data

Row ID	Post ID	Posted By Username	Post
7	72000090308_10152096631030309	Universitas Mercu Buana Jakarta	Tolong di Vote Universitas Mercu Buana ya di http://www.theranking.com/universitas-swasta-terbaik-di-indonesia_r40147#
8	72000090308_10152096631030309		
9	72000090308_10152096586885309	Bayou Orenz Jakarta	» SM Sejahterah « Produksi Sarung Motor & Sarung Mobil berkualitas dengan Bahan Taslan Waterproof (Korea) bermacam pilihan warna & Mudah untuk Di cuci...terdapat tempat Gembok untuk lebih aman Di bagian bawah. pemesanan 3 Hari selesai produksi. Via Order : Bayu. Jln.Kesatuan 1 Cengkareng Barat. BB 314F9A01 HP 081296660098. alamat Toko : jln.Ciledug Raya No.6 (Steam Sejahterah) dekat lampu merah seskoal.

Source: @universitasmercubuanajakarta

There are 5575 data from the post and the comment in the Facebook account, furthermore there are 51 irrelevant data and removed from this research. So the data that will be processed is 5524 post and comment, there are 1412 post data and there is 4112 comment data. The post data and comment data in the form of words processed using the Cluster Analysis. The data processing will form several groups of keywords which have the closeness of meaning. The data used is data "post" on the home page @universitasmercubuanajakarta. To form the group, the keyword phrase-finder conducted. Phrase finder in QDA Miner WordStat search for keywords of phrases. Fourth, the phrases sorted by the frequency appearance in the whole data set and the minimum frequency used. In this study, the frequency is set for a minimum of 10 times. To form a group the keywords that do not related to the research will be excluded using the "Exclusion list".

The characteristics of the user @universitasmercubuanajakarta distinguished based on the type of account, gender and frequency, furthermore the characteristics of the account owner is gender, frequency and the post or the comment. The other data did not identify the account owners because many of the users didn't show the location, the status of occupation.

The account in this research divided into two types, which are individual and organizational account. The account grouping is as follows: There are 2015 account comment @universitasmercubuanajakarta. There are 2011 personal account (99,998%), and 4

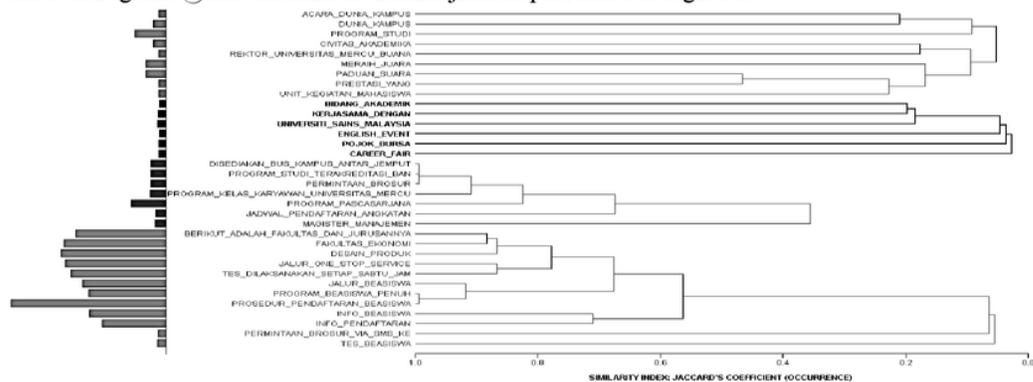
organizational accounts. @universitasmercubuanajakarta comment as much as 76 times through the year 2013. There are 756 accounts post @universitasmercubuanajakarta, furthermore there are 735 personal account (97%), and 21 organization account (3%). Most accounts post in that account is @universitasmercubuanajakarta as much as 872 times through the year 2013.

The group of respondents based on the gender for 735 accounts post on @universitasmercubuanajakarta are 297 woman account (40%) compare to 438 man account (60%). The largest account post @universitasmercubuanajakarta is Caca Cahyani as much as 45 times throughout the year 2013. Furthermore from 2011 account comment @universitasmercubuanajakarta, there are 748 account woman (37%) and 1267 (63%) man account. The largest account to comment @universitasmercubuanajakarta is Sarah Azka Febrian as much as nine times through the year 2013.

The group of respondent based on the frequency of activity from 735 accounts post @universitasmercubuanajakarta are 633 accounts post as much as 1 time (84%), 85 account post twice (11%), there are 16 (2%) accounts post 3 times, there are 9 accounts (1%) post 4 times and there are 12 accounts (12%) post more than 5 times. Furthermore there 2015 accounts comment @universitasmercubuanajakarta are 1805 accounts comment as many 1-2 times (90%) and 133 accounts comment 3-4 times as much (6%). There are 43 (2%) account comment as much as 5-6 times. There are 13 accounts (1%) comment as much as 7-8 times and there are 17 account (12%) comment more than 9 times.

FINDINGS AND RESULT

Dendogram is the output of the cluster analysis based on the similarity index (Jaccard coefficient of cooccurrence) where the closer the proximity of the keywords, the higher the jaccard coefficient of cocurrence (Talamini, Wubben, Domingos Padula, & Dewes, 2013). The output of the Dendogram @universitasmercubuanajakarta presented in figure 2.



Source: Provalis Research QDA Miner Analysis

Figure 1. Dendogram Similarity of Keyword

The cluster analysis show that there are four groups of keywords, each group presented in table 4:

Table 4. Keyword Grouping

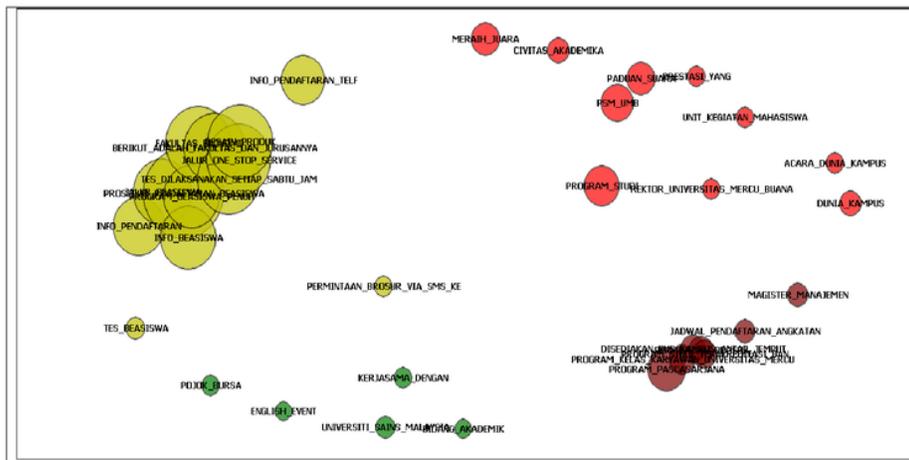
27	Group	Explanation
	Group 1	<ul style="list-style-type: none"> • Dunia Kampus Event (read: Acara Dunia Kampus) • Study Program (Read: Program Studi) • Academic Civic (Read: Civitas Akademika) • Mercu Buana University Rector (Read: Rektor Universitas Mercu Buana) • Choir (Read: Paduan Suara) • Achievement (Read: Prestasi) • Student Activity Unit (Read: Unit Kegiatan Mahasiswa)
	Group 2	<ul style="list-style-type: none"> • Academic (Read: Akademik) • Cooperation (Read: Kerjasama) • University Science Malaysia (Read: Universiti Sains Malaysia) • English Event (Read: Acara Bahasa Inggris) • Stock Simulation Workspace (Read: Pojok Bursa) • Career Fair (Read: Bursa Kerja)
	Group 3	<ul style="list-style-type: none"> • Campus Bus Facility (Read: Fasilitas Bis Kampus) • BAN Accredited Program (Read: Program Ter Akreditasi BAN) • Employee Class Program (Read: Program Kelas Karyawan) • Graduate Program (Read: Program Pascasarjana) • Admission schedule (Read: Jadwal Pendaftaran)
	Group 4	<ul style="list-style-type: none"> • Faculty & Major (Read: Fakultas dan Konsentrasi) • Economic Faculty (Read: Fakultas Ekonomi) • Product Design (Read: Desain Produk) • One Stop Admission Service (Read: Jalur Pendaftaran One Stop Service) • Admission Test Every Saturday (Read: Ujian Pendaftaran setiap Sabtu) • Scholarship Program (Read: Program Beasiswa) • Full Scholarship Program (Read: Program Beasiswa Penuh) • Scholarship Registration Procedure (Read: Prosedur Pendaftaran Beasiswa) • Scholarship Information (Read: Informasi Beasiswa)

Next Tabel 4

- Admission Information (Read: Informasi Pendaftaran)
- Brochure Request via Short Message Service (Read: Permintaan Brosur Via SMS)
- Scholarship Test (Read: Ujian Beasiswa)

Source : Provalis Research QDA Miner Analysis

The post data grouping can also visualized through the 2D map. The result of the analysis presented in a clear visualization, the same colour indicates the proximity of Meaning, and the large circle indicates the larger number of frequencies. The output of the 2D map @universitasmercubuanajakarta post data presented in Figure 3:



Source: Provalis Research QDA Miner Analysis

Figure 2. Mapping of “Post” @universitasmercubuanajakarta

The Student Achievement. The Student Achievement is a group for the keywords “Achievement” (read: prestasi), “Champion” (read: meraih juara), “Choir” (read: paduan suara). Keywords presented in the red colour. To define more clearly, researchers explore the source of the post of the keyword “Champion” (Read: Meraih Juara) by @universitasmercubuanajakarta in January 14, 2013 as follows:

MAHASISWA TEKNIK MESIN UMB RAIH JUARA HARAPAN II DALAM MECHANICAL INNOVATION DESIGN CONTEST DI UNIVERSITAS BRAWIJAYA MALANG Universitas Mercu Buana kembali meraih prestasi di penghujung akhir tahun 2016 Jalu, 19–20/12/12, saat Program Studi Teknik Mesin FT UMB mengikuti lomba MIDC (Mechanical Innovation Design Contest) yang diselenggarakan di Universitas Brawijaya, Malang.... (posted by : Universitas Mercu Buana -1/14/2013 11:28:20 AM)

The entire post informed the Facebook users about the achievements of the University. This post appreciated Mercu Buana University student who won the championship. There are comments for the post above, the first comment is from the username Surya Hari with comment “wow, good job, I am proud being the alumni of Mercu Buana Technic Faculty” (read: wow,good,job, bangga jadi bagian alumni T. Mesin UMB.....”. The second comment written by the username Bayu Kristianto “Good Job Fellas, Keep on Developing Your Potential” (read: Good Job Kawan... Kembangkan terus potensi kalian).

The first comment indicates the presence of emotional and pride for the achievement of the University by the username Surya Hari. The username Bayu Kristianto also supports Mercu Buana to keep on developing the student potential. These post and comment reflected an

emotional connection of students and alumni to the University. These types of post support the university relational marketing toward the student achievers, created a sense of pride for the student. Finally, this post of achievement created a good image for the campus and a good brand image can attract prospective students.

The University External Cooperation. The fourth group presented in green colour in figure 3. This group for the “University Science Malaysia” (Read: Universiti Sains Malaysia), “Stock Simulation Workspace” (read: Pojok Bursa) and “Cooperation” (read: Kerjasama dengan). The context of the keyword “University Science Malaysia” and “Cooperation” and the following post [10](#) @universitasmercubuanajakarta as of July 30, 2013 as follows:

Universitas Mercu Buana dalam menuju World Class University tidak henti-hentinya menjalin kerjasama dengan berbagai pihak, khususnya lembaga pendidikan yang berada diluar Indonesia. Untuk itu Universitas Mercu Buana kembali menerima kunjungan Universiti Sains Malaysia Penang, 26/7/13... (posted by: Universitas Mercu Buana - 7/30/2013 3:32:00 PM)

This post informed the public about the cooperation between Mercu Buana University & University Science Malaysia and the student exchange agreement between the Universities. This post earned many appreciation, and one of the comment posted by Priskilla A Putri Andriani II mention “Success for Mercu Buana University” (read: Sukses terus UMB !), this comment show a sense of pride for the cooperation.

The Employee Class Program & Facilities. This group presented in bright green color in figure 3. The keywords within this group are “Graduate Program” (read: program pascasarjana), “Campus Bus Facility” (read: disediakan bus antar jemput), and “BAN Accredited Program” (read: program studi terakreditasi ban). The post contained the word “Graduate Program” by the username Muhammad Al-Abid in March 17, 2013 as follows:

mohon info biaya untuk magister akuntansi (biaya pengembangan dan biaya per semester)...??_dan penjurusan'y tersedia apa saja..? (posted by : Muhammad Al-Abid - 3/17/2013 1:07:51 PM)

The post above is a question directed to @universitasmercubuanajakarta. This question has been [7](#) answered in 6 April 2013 as follows:

BIAYA KULIAH PROGRAM PASCASARJANA (S2):

Untuk Biaya Studi Program Pascasarjana, Pada prinsipnya UMB akan berusaha membantu calon mahasiswa dalam membayar biaya pendidikannya secara proporsional sesuai dengan kemampuan masing-masing calon mahasiswa.

Semua Biaya Pendidikan dapat diangsur sesuai kemampuan Mahasiswa dengan Pembayaran Pertama (Uang Masuk) sebesar Rp. 1,5 Juta. Pembayaran Pertama ini adalah Cicilan Pertama Sumbangan Pengembangan. Besarnya Angsuran dan jadwal pembayaran ditentukan sendiri dalam bentuk Surat Pernyataan Angsuran Biaya Pendidikan yang diisi pada saat pendaftaran. Besar Biaya Pendidikan PROGRAM PASCA SARJANA (S2):

1. *Sumbangan Pengembangan: Rp. 9.800.000,- Sumbangan Pengembangan ini dapat diangsur sampai 24 kali dalam waktu 2 tahun, dengan Pembayaran Minimal Pertama Rp. 1.500.000, Jika membayar lunas di berikan potongan Rp. 570.000*

2. *SPP per Semester untuk Magister Manajemen SPP per Semester (sudah termasuk Uang sks, Ujian dan Praktikum): Rp. 5.400.000,-SPP ini dapat diangsur sampai 6 kali dalam satu semester (6 bulan). Jika membayar lunas diberikan potongan Rp. 140.000,-*

3. SPP per Semester untuk Magister Ilmu Komunikasi SPP per Semester (sudah termasuk Uang sks, Ujian dan Praktikum): Rp. 4.800.000,-SPP ini dapat diangsur sampai 6 kali dalam satu semester (6 bulan). Jika membayar lunas diberikan potongan Rp. 140.000,-

4. SPP per Semester untuk Magister Teknik Industri, Magister Teknik Elektro dan Magister Akuntansi SPP per Semester (sudah termasuk Uang sks, Ujian dan Praktikum): Rp. 4.500.000,- SPP ini dapat diangsur sampai 6 kali dalam satu semester (6 bulan). Jika membayar lunas diberikan potongan Rp. 140.000,-Pembayaran pertama (cicilan pertama sumbangan pengembangan) = Rp. 1.500.000, Sisanya dijadwalkan sendiri sesuai kemampuan masing-masing mahasiswa. Lihat TABEL ANGSURAN BIAYA STUDI klik link:

http://kk.mercubuana.ac.id/page_view.php?idpage=17

Silahkan mendaftar untuk Angkatan Ke 23, Jadwal Pendaftaran adalah:

- Gelombang I : 20 April 2013 - 9 Juni 2013

- Gelombang II : 10 Juni 2013 - 21 Juli 2013

- Gelombang III: 22 Juli 2013 - 24 Agustus 2013

Catatan: Pendaftaran ditutup jika kelas sudah penuh. Mulai Kuliah: 7 September 2013

Untuk memudahkan anda, silahkan melakukan Pendaftaran Online terlebih dahulu di:

<http://pasca.mercubuana.ac.id/pendaftaran/1.phd>

Jika ingin dikirimkan Brosur Versi Cetak, silahkan kirimkan Nama, Alamat Lengkap dan No. HP ke email kk@mercubuana.ac.id atau SMSkan ke 0812 96 777 16 Layanan Informasi 24 jam : 021-70882168, 23732232, 70716659, 93084304

Untuk informasi lebih lengkap, silahkan kunjungi web kami: <http://pasca.mercubuana.ac.id>

(posted by : Universitas Mercu Buana - 4/6/2013 1:15)

@universitasmercubuanajakarta comment is sufficiently clear and complete as the initial information, the telephone number and website address are well listed to facilitate prospective students who want access to more detailed information. This comment show that Facebook could foster the customer and producer “two-way communication” between prospective student and the university. The response provided good, but the information given above is general. @universitasmercubuanajakarta should perform better and establish attractive communication with the prospective customers, make the customers valued, fun, enthusiastic and more personalized. Even further, the answer is both professional and make a good image for the potential customers and the university Relational marketing from the facebook account need to be optimized.

The Information for Prospective & New Students. This group presented by the color red in figure 3. This group consist of the keywords “Admission Information: (read: Info Pendaftaran), “Scholarship Program” (Read: Jalur Beasiswa), and “One Stop Admission Service” (read: Jalur one stop service). The context of the keywords explored, the following post by the username @universitasmercubuanajakarta at Juni 17, 2013 based on the keyword “Admission Information” as follows:

Universitas Mercu Buana Sudah Menerima Mahasiswa/i Baru Tahun Akademik 2013/2014 ,

Saat ini sudah masuk GELOMBANG 4 :

4 MEI 2013 - 30 JUNI 2013

(Tes diadakan setiap Sabtu pukul 09.30wib)...

(posted by Universitas Mercu Buana - 6/15/2013 9:19:42 PM)

The post explained that Mercu Buana University opened up registration for the fourth time within 2013. The post explained about the study program and courses available at the University

of Mercu Buana, as well as the address and phone number to register. The information is complete as the initial information. This post have several comments as follows:

Table 5. Comments for post “info pendaftaran”

Username	Comment	Comment time
Ranti Sliquent	Senang sudah diterima di Universitas Mercu buana :)	6/10/2013 8:35:19 AM
Hansar Maros	Nak Untuk S2 ada jurusan komunikasi politik gak?	6/10/2013 8:35:25 AM
Rahayu Try	Aku pengen ke mercubuana ..	6/10/2013 8:39:31 AM
Padil Rais	Mudahan" saya di trima UMB :) Amien ya allah	6/10/2013 8:41:35 AM
Hendrik Setiawan	Kakak, yg jalur beasiswa masih bisa tidak?	6/10/2013 8:44:07 AM
Yumince Takesan	Untuk S2 jurusan Psikologi ada gak? Thanks	6/10/2013 8:46:55 AM
Dewi Wulandarry	biaya pendaftarannya berapa ya?	6/10/2013 9:36:19 AM
Hendrik Setiawan	Kak jalur beasiswanya masih bisak gak?	6/10/2013 9:41:36 AM
Listiani	ka.? bolh tau pendaftaran'a berapa	6/10/2013 11:21:30 AM
Windiyana'putri Ciaynxdiasllama'y		
Lia Zahara M	Kampus depok ada ndak??tlong info.y ya s0al.y sy dr kendal jateng. .perlu info yg pasti mksh	6/10/2013 2:20:27 PM
Way Still Priax	minta kurikulum fakultas teknik perencanaan dan desain dong min bingung antara 2 jurusan nih	6/10/2013 9:33:13 PM
Sella Adhe Barca Clouds	Pgiriman brosurnya gratis min?	6/11/2013 7:57:21 AM

Source: @universitasmercubuanajakarta

These comments show that there are emotional attachment to the university, such as “I Am Happy For Being Accepted In Mercu Buana University” (read: Senang sudah diterima di Universitas Mercu buana :), “I want to go to Mercu Buana University” (read: Aku pengen ke mercubuana ..) and “Hopefully I will be accepted in Mercu Buana University, God Almighty” (read: Mudah2an saya di trima UMB :) Amien ya allah). The other comments mostly are questions regarding to detail admission information, these comments show the curiosity of the potential customer to the university, furthermore the information provided is sufficient and clear. However, the communication should be maintained to develop an intense personal communication to optimize the relational marketing of the university.

CONCLUSION

The facebook account @universitasmercubuanajakarta delivered posting and reply comment to support the relational marketing strategy of the university. The cluster analysis on @universitasmercubuanajakarta form 4 groups of themes which are **The Student Achievement, The University External Cooperation, The Employee Class Program & Facilities, and finally The Information for Prospective & New Students.**

The Facebook utilization has been able to support the university relational marketing strategy. @universitasmercubuanajakarta deliver a two-way communication with prospects and customers. The marketing communication deliver specific information and individualized, and

the facebook user also appreciate the students with a positive post-related achievements. However, improvement need to be optimized because of the communication that has been done does not make prospective customers feel interested and engage with @universitasmercubuanajakarta.

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