

ENHANCING BRAND AWARENESS IN PRIVATE ISLAMIC UNIVERSITIES: THE PESO MODEL IN JAMBI PROVINCE

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Abstract

In the digital age, higher education institutions need to enhance brand awareness to attract prospective students and other stakeholders. The PESO model (Paid, Earned, Shared, Owned) is a comprehensive approach to building and enhancing an institutions or brand's reputation. Private Islamic higher education institutions in Jambi Province face challenges in increasing brand visibility and recognition amidst intense competition. High brand awareness not only boosts the number of new applicants but also strengthens the institution's position within the educational community and society. This study aims to analyze the impact of the PESO model on increasing brand awareness at private Islamic higher education institutions in Jambi Province. The research method used is qualitative analysis with a case study approach, including in-depth interviews with stakeholders at the university, participant observation, and document analysis. The findings indicate that the Paid and Earned media components have a significant impact on brand awareness, while the Shared and Owned media components contribute less. The results of this study are expected to provide valuable insights for marketing managers and decision-makers in higher education institutions to optimize their marketing strategies.

Keywords: PESO Model, Brand Awareness, Islamic Religious Universities, Marketing Strategy

Abstrak

Di era digital saat ini, perguruan tinggi perlu meningkatkan kesadaran merek untuk menarik calon mahasiswa dan pemangku kepentingan lainnya. Model PESO (Paid, Earned, Shared, Owned) merupakan salah satu pendekatan komprehensif dalam membangun dan meningkatkan reputasi lembaga atau merek. Perguruan tinggi swasta agama Islam di Provinsi Jambi menghadapi tantangan dalam meningkatkan visibilitas dan pengakuan merek di tengah persaingan yang ketat. Kesadaran merek yang tinggi tidak hanya meningkatkan jumlah pendaftar baru tetapi juga memperkuat posisi institusi dalam komunitas pendidikan dan masyarakat. Penelitian ini bertujuan untuk menganalisis pengaruh model PESO dalam meningkatkan kesadaran merek di perguruan tinggi swasta agama Islam di Provinsi Jambi. Metode penelitian yang digunakan adalah analisis kualitatif dengan pendekatan studi kasus, termasuk wawancara mendalam kepada pemangku kepentingan di perguruan tinggi, observasi partisipan dan analisis dokumen. Temuan penelitian menunjukkan bahwa komponen media Paid dan Earned memiliki dampak signifikan terhadap kesadaran merek, sementara media Shared dan Owned memberikan kontribusi yang lebih kecil. Hasil studi ini diharapkan dapat memberikan wawasan berharga bagi manajer pemasaran dan pengambil keputusan di lembaga pendidikan tinggi untuk mengoptimalkan strategi pemasaran mereka.

Kata Kunci: Model PESO, Kesadaran Merek, Perguruan Tinggi Agama Islam, Strategi Pemasaran

Introduction

The background of this study focuses on the challenges faced by private Islamic religious universities in Jambi Province in enhancing their

brand awareness in a highly competitive digital age. In the context of higher education, a strong brand awareness is crucial for attracting prospective students and building the institution's reputation.

With technological advancements and the growth of digital media, universities need to adopt more sophisticated and effective marketing strategies. This study aims to address the need for a more integrated and modern marketing approach to tackle the intense competition in the education sector.

In today's digital age, it is crucial for universities to enhance their brand awareness to maintain and increase their appeal to prospective students and other stakeholders.¹ One model employed to achieve this goal is the PESO (Paid, Earned, Shared, Owned) model.² One model employed to achieve this goal is the PESO (Paid, Earned, Shared, Owned) model. The PESO model is a strategic approach that combines four types of media to build and enhance an institutions or brands reputation. Paid media includes paid advertisements and promotions designed to reach a broader audience and increase brand visibility. Earned media, on the other hand, includes media coverage and positive reviews obtained through effective public relations efforts and good media relationships.

Shared media involves content shared by audiences through social media platforms and other communication channels, helping to organically expand the brands reach.³ Owned media consists of content created and directly controlled by the institution, such as websites, blogs, and newsletters. The combination of these four components provides a comprehensive approach to effective marketing strategy.

In the digital age, it is crucial for higher education institutions to leverage the PESO model to enhance their brand awareness. Private Islamic higher education institutions in Jambi Province, for example, can use this model to address challenges in increasing brand visibility and recognition amidst intense competition. The PESO model

helps institutions build a strong and widely recognized image within the educational community.

Implementing the PESO model requires careful strategy and coordination among the four types of media.⁴ By effectively applying this model, higher education institutions can strengthen their market position, attract more prospective students, and enhance relationships with other stakeholders. The results from utilizing the PESO model are expected to provide valuable insights for formulating better marketing strategies.⁵

This model represents a comprehensive approach to building and enhancing the reputation of an institution or brand. By integrating four key components—Paid, Earned, Shared, and Owned—this model provides a thorough and coordinated strategy for reputation management. Paid media, such as advertisements and promotions, allows institutions to directly control their messaging and audience reach, while Earned media includes media coverage and reviews generated through good relationships and public relations efforts.

Shared media focuses on content shared by audiences through social platforms, helping to organically extend the brand's reach. This is crucial as user-shared content can strengthen the brand's credibility and trustworthiness in the public eye. Meanwhile, Owned media involves content created and directly controlled by the institution, such as websites and blogs, providing full control over the messaging and information shared.

This approach ensures that all aspects of communication and marketing support and reinforce each other. By integrating these four types of media, institutions can build a consistent and positive image across various platforms. This not only helps in expanding reach but also in

¹ Mark Camilleri. "Higher Education Marketing Communications In the Digital Era". *Strategic Marketing of Higher Education in Africa*. Routledge, 2020. p. 77-95.

² Quan Xie, Marlene S. Neill, and Erin Schauster. "Paid, Earned, Shared and Owned Media from the Perspective of Advertising and Public Relations Agencies: Comparing China and the United States." *International Journal of Strategic Communication* 12, No. 2 (20).

³ Gian M. Fulgoni, "How Brands Using Social Media Ignite Marketing and Drive Growth: Measurement of Paid

Social Media Appears Solid but Are the Metrics for Organic Social Overstated?." *Journal of Advertising Research* 55, No. 3 (2015), Pp. 232-236.

⁴ Regina Luttrell. *Social Media: How to Engage, Share, and Connect*. (Rowman & Littlefield, 2021), p. 35.

⁵ Jim Macnamara, May Lwin, Ana Adi, and Ansgar Zerfass. "PESOMedia Strategy Shifts to SOEP: Opportunities and Ethical Dilemmas." *Public Relations Review* 42, No. 3 (2016), Pp. 377-385.

building stronger relationships with audiences and stakeholders.

Overall, the PESO model provides a comprehensive framework for effective marketing strategies, allowing institutions to manage their reputation more effectively. By optimally utilizing each component, institutions can achieve higher visibility and build stronger trust with the public, enhancing their reputation and appeal.⁶

The core concept of this research is the PESO Model (Paid, Earned, Shared, Owned). The PESO Model is a marketing framework that integrates four different types of media to build and enhance brand awareness. Paid Media includes paid advertising such as Google Ads and paid social media.⁷ Earned Media involves publicity gained through media relations and testimonials. Shared Media refers to content shared through social platforms, while Owned Media includes content owned and controlled by the institution, such as websites and blogs. This study will explore how each component of the PESO Model can be applied to improve visibility and reputation for private Islamic religious universities in Jambi.

The urgency of the PESO model for higher education institutions today is significant due to the increasing competition and rapid advancement of digital technology. In the context of higher education, high brand awareness can influence prospective students' decisions and strengthen the institution's position in the educational market. The PESO model, which includes Paid, Earned, Shared, and Owned media, provides a comprehensive approach to building and enhancing an institution's reputation.

Paid media, such as advertisements and sponsored promotions, allows institutions to reach a broader audience with focused and measurable messages. Earned media, including media coverage and positive reviews, provides external validation that can enhance the institution's credibility and attractiveness. Meanwhile, Shared media leverages the power of social media to organically extend the brands reach through audience interactions and content sharing.⁸

Owned media, such as websites and blogs, enables institutions to fully control the messaging delivered to their audience.⁹ By integrating these four types of media, institutions can create a coherent and effective marketing strategy. This is crucial in a competitive environment where institutions need to stand out and capture the attention of prospective students and other stakeholders.

Private Islamic religious universities in Jambi Province face challenges in increasing their brand visibility and recognition amidst intensifying competition. High brand awareness not only boosts the number of new applicants but also strengthens the institution's position within the education community and society at large.¹⁰ In this context, the application of the PESO model has become an increasingly common strategy for managing and enhancing brand image holistically.¹¹

The PESO model offers a comprehensive solution for building brand awareness and strengthening the position of higher education institutions in the market.¹² By effectively utilizing all four components, institutions can enhance their visibility, build better relationships with their

⁶ Davood Ghorbanzadeh, and Mohsen Sharbatian. "The Role of Website Features in Creating Value Co-Creation Behaviors and Enhancing the Brand Image and Reputation of Higher Education Institutions." *Interactive Technology and Smart Education* 21, No. 1 (2024),.

⁷ Yash Chawla, and Grzegorz Chodak. "Social Media Marketing for Businesses: Organic Promotions of Web-Links on Facebook." *Journal of Business Research* 135 (2021): 49-65.

⁸ Gillian Moran, Laurent Muzellec and Devon Johnson. "Message Content Features and Social Media Engagement: Evidence from the Media Industry." *Journal of Product & Brand Management* 29, No. 5 (2020), Pp. 533-534.

⁹ Ginger Killian, and Kristy McManus. "A Marketing Communications Approach for the Digital Era: Managerial

Guidelines for Social Media Integration." *Business Horizons* 58, No. 5 (2015): 539-549.

¹⁰ Milcha Handayani Tammubua. "Customer-Based Brand Equity in Indonesias Higher Education Institution." *Journal of Management and Entrepreneurship Research* 2.2 (2021), Pp. 105-118.

¹¹ Susan Slowikowski, et Al. "The Value of the PESO Framework in Strategic Communications for Community Nonprofit Organisations." *Asia Pacific Public Relations Journal* 23 (2021), Pp. 1-16.

¹² Nilanjana Bardhan, and Karla Gower. "Student and Faculty/Educator Views on Diversity and Inclusion in Public Relations: The Role of Leaders in Bringing about Change." *Journal of Public Relations Education* 6, No. 2 (2020), Pp. 102.

audience, and ultimately attract more new applicants.

This study aims to analyze the role of the PESO model in enhancing brand awareness at private Islamic religious universities in Jambi Province. Previous research has highlighted the importance of brand awareness and digital marketing strategies in higher education. For example, Kotler and Keller¹³ emphasized that strong brand awareness significantly influences prospective students' decisions and helps build an institution's reputation. Additionally, a study by Rutter et al. (2018)¹⁴ demonstrated that social media-based digital marketing effectively increases interaction and engagement between educational institutions and their audiences.

However, despite the existing literature on digital marketing strategies, there is a research gap regarding the application of the PESO model—which integrates Paid, Earned, Shared, and Owned media—specifically in the context of private Islamic religious universities in Indonesia, particularly in Jambi Province. Most previous studies have focused on the general use of social media or digital marketing strategies without considering the comprehensive integration of these four media components.

This research contributes by demonstrating how the PESO model can be effectively applied in this specific context, providing new insights into how the four media components can interact to enhance brand awareness in the religious higher education sector.¹⁵ Thus, this study not only enriches the existing literature on digital marketing strategies but also offers practical recommendations that marketing managers and decision-makers at universities can apply to optimize their marketing strategies in a more measurable and effective way.

This research is expected to make theoretical and practical contributions by developing an understanding of the effectiveness of the PESO model in the context of higher education, particularly for private Islamic religious universities in Indonesia. The findings of this study are also expected to serve as a foundation for developing more effective and measurable marketing strategies to enhance brand awareness and the reputation of educational institutions.

The problem-solving plan for this research involves analyzing the implementation of the PESO Model at private Islamic religious universities in Jambi Province. The study will start by identifying how institutions understand and apply each component of this model in their marketing strategies. Subsequently, it will evaluate the effectiveness of each component through data collection from existing marketing campaigns. Methodologies will include in-depth interviews, surveys, and media data analysis to assess the impact of the PESO Model on brand awareness. The research findings are expected to provide practical recommendations for universities to optimize their marketing strategies.

Research Method

This research employs a qualitative case study approach to investigate the role of weighted models in augmenting brand awareness of private Islamic religious higher education institutions in Jambi Province.¹⁶ The study delves into the experiences of three selected institutions, examining how they have utilized weighted models to strategically target their marketing efforts and enhance their brand visibility. Data collection methods encompass in-depth interviews with key informants¹⁷, document analysis,¹⁸ and participant

¹³ P. Kotler & L.K. Keller, *Marketing Management*. Pearson Education. Fifteenth Edition, 2016).

¹⁴ Rutter, et. Al., Social Media Interaction, the University Brand, and Recruitment Performance. *Journal of Business Research*, 69.8. (2016), 3096–3104.

¹⁵ Daniela Langaro, Paulo Rita, and Maria de Fátima Salgueiro. “Do Social Networking Sites Contribute for Building Brands? Evaluating the Impact of Users Participation on Brand Awareness and Brand Attitude.” *Journal of Marketing Communications* 24, No. 2 (20”).

¹⁶ Britta Gammelgaard. “The Qualitative Case Study.” *The International Journal of Logistics Management* 28.4 (2017), Pp. 910-913.

¹⁷ Hamed Taherdoost. “Data Collection Methods and Tools for Research; a Step-by-Step Guide to Choose Data Collection Technique for Academic and Business Research Projects.” *International Journal of Academic Research in Management (IJARM)* 10, No. 1 (2021), Pp.

¹⁸ Grace Davie, and David Wyatt. “Document Analysis.” In *The Routledge Handbook of Research Methods in the Study of Religion*, Routledge, (2021), Pp. 245-255.

observation.¹⁹ Participants were selected based on their roles in the marketing departments of these institutions, ensuring that they have direct experience with the marketing strategies being studied. Ethical considerations were addressed by obtaining informed consent from all participants and securing ethical approval from the relevant institutional review board.²⁰

Thematic analysis will be employed to identify recurring patterns and themes within the collected data, enabling the researchers to draw meaningful insights into the effectiveness of weighted models in boosting brand awareness among the target audience. The findings of this study will contribute to a deeper understanding of the role of weighted models in brand marketing strategies for private Islamic religious higher education institutions, providing valuable guidance for these institutions in their endeavors to enhance their brand presence and attract prospective students.

Finding and Discussion

Finding

Understanding the effectiveness of marketing strategies is crucial for institutions seeking to enhance brand awareness in today's competitive landscape. This table presents an overview of PTKIS Jambi's implementation and evaluation of the PESO Model—Paid, Earned, Shared, and Owned Media. The PESO Model integrates various media channels to optimize brand visibility and engagement. By examining PTKIS Jambi's strategies and insights, this overview aims to highlight their approach, challenges faced, and recommendations for leveraging the PESO Model effectively.

Table 1. Evaluation of the Implementation of the PESO Model in PTKIS Jambi's Marketing Strategy²¹

No	Question	Answer
1	How does PTKIS Jambi understand the concept of the PESO Model (Paid, Earned, Shared, and Owned Media)?	PTKIS Jambi understands the PESO Model as a comprehensive marketing strategy that integrates paid, earned, shared, and owned media to enhance brand awareness.

¹⁹ James P. Spradley, *Participant Observation*. Waveland Press, 2016), p. 60.

²⁰ Gareth Terry, Nikki Hayfield, Victoria Clarke, and Virginia Braun. "Thematic Analysis." *The SAGE Handbook of Qualitative Research in Psychology* 2, No. 17-37 (2017), p. 25.

	Earned, Shared, Owned)?	media to enhance brand awareness. This understanding directly answers the question by illustrating the fundamental grasp of the models components.
2	Has PTKIS Jambi implemented the PESO Model in their marketing strategy? If yes, since when?	Yes, PTKIS Jambi has implemented the PESO Model since 2020. This answer provides a clear timeline for the model's adoption, helping to evaluate its impact over time.
3	How do you evaluate the effectiveness of each component of the PESO Model in PTKIS Jambi's marketing campaigns?	High effectiveness in Owned and Shared Media, with Earned Media growing rapidly. Paid Media still requires optimization. This response addresses the evaluation of each component, highlighting strengths and areas for improvement.

Based on the data obtained, PTKIS Jambi demonstrates a strong understanding of the PESO Model (Paid, Earned, Shared, Owned) as a comprehensive marketing strategy to enhance brand awareness. They have been implementing this model since 2020, indicating their commitment to leveraging different types of media to reach a wider audience. The use of the PESO Model emphasizes the integration of paid, earned, shared, and owned media.

The evaluation of the effectiveness of each component of the PESO Model in PTKIS Jambi's marketing campaigns shows that Owned Media and Shared Media have demonstrated high effectiveness. Meanwhile, Earned Media is rapidly growing. However, Paid Media still requires optimization to achieve better results. This highlights PTKIS Jambi's strengths in utilizing owned and shared media and indicates areas that need improvement in the use of paid media.

Table 2. Media Strategies in the PESO Model Implemented by PTKIS Jambi²²

²¹ Data Processed from Interview and Observation Sources at 3 Islamic Higher Education Institutions in Jambi, June 20-27, 2024.

²² Data Processed from Interview and Observation Sources at 3 Islamic Higher Education Institutions in Jambi, June 20-27, 2024.

1 Can you explain the Paid Media strategy used by PTKIS Jambi?	PTKIS Jambi uses Google AdWords and paid social media to reach a broader audience. This answer details the specific tools and strategies used for Paid Media, providing insight into its implementation.
2 How does PTKIS Jambi acquire and utilize Earned Media?	Through collaborations with local media, article publications, and testimonials from students and alumni. This illustrates the methods used to gain Earned Media, linking it to the model's effectiveness.
3 What platforms or channels does PTKIS Jambi use for Shared Media?	Facebook, Instagram, Twitter, and LinkedIn are used to engage with the audience. This answer specifies the channels used for Shared Media, demonstrating their role in audience engagement.

In an interview with three rectors of PTKIS in Jambi Province, the rectors explained their approach to managing owned media, such as websites and blogs. They stated that the websites and blogs are regularly updated with informative, educational, and SEO-friendly content. This shows their commitment to best practices in digital media management.²³

The rectors also revealed that PTKIS Jambi measures the impact of the PESO Model on brand awareness using various methods, including Google Analytics analysis, student satisfaction surveys, and social media monitoring. These methods are employed to assess the model's effectiveness in enhancing brand awareness.²⁴

One example of a successful campaign using the PESO Model is the "Quality Education for All" campaign. This campaign utilized paid advertising, social media content, media coverage, and blog articles. The rectors explained that this campaign successfully applied all components of the PESO Model to reach a wider audience.

However, the rectors also identified some challenges in implementing the PESO Model, such as maintaining content consistency and managing

budgets for Paid Media. They emphasized the importance of improving these areas to achieve better results in the future.²⁵

The audience response to campaigns using the PESO Model has been very positive, with increased social media interactions and website visits. The rectors believe that integrating consistent content across all media helps create synergy in their marketing campaigns.

Regarding future plans, the rectors mentioned that they plan to focus more on video marketing and expand collaborations with influencers. These strategies are expected to enhance the effectiveness of the PESO Model in reaching a broader audience.

Compared to traditional marketing methods, the PESO Model is considered more effective in reaching a wider digital audience faster. The rectors recommend that other institutions looking to implement the PESO Model should understand their audience, maintain content consistency, and use analytics to measure and adjust strategies effectively.

PTKIS Jambi has evaluated the effectiveness of each component of the PESO Model in their marketing campaigns. Owned Media and Shared Media have proven highly effective in reaching audiences and building brand awareness. Content published on PTKIS Jambis websites, blogs, and social media platforms successfully attracts the attention of prospective students and strengthens relationships with stakeholders. Meanwhile, Earned Media is rapidly growing through positive media coverage and testimonials from students and alumni, further enhancing the institutions credibility.

In an effort to broaden their audience reach, PTKIS Jambi has adopted a Paid Media strategy using Google AdWords and paid social media advertisements. This strategy enables PTKIS Jambi to target specific demographics and increase their online visibility. However, PTKIS Jambi acknowledges that further optimization is needed to maximize the potential of this paid media,

²³ Personal Interview with the Rector of IAI Darul Ulum Sarolangun, July 4, 2024.

²⁴ Personal Interview with the Rector of IAI Muhammad Azim Jambi, July 11, 2024.

²⁵ Personal Interview with the Rector of IAI Tebo, July 24, 2024.

particularly in managing budgets and more precise ad targeting.

Earned Media is a crucial element in PTKIS Jambis marketing strategy. By collaborating with local media, publishing articles that highlight the institution's strengths and achievements, and leveraging testimonials from students and alumni, PTKIS Jambi has successfully built a positive reputation among the public. Positive media coverage and support from students and alumni not only increase brand awareness but also strengthen public trust in the quality of education offered by PTKIS Jambi.

While each component of the PESO Model plays a vital role in PTKIS Jambis marketing strategy, an integrated approach that combines all these elements is key to success. By leveraging the strengths of Owned and Shared Media to disseminate information and interact with audiences and using Earned Media to build credibility, PTKIS Jambi can create effective marketing campaigns. Future optimization of Paid Media is expected to increase the reach and impact of these campaigns, strengthening PTKIS Jambis position in the educational market.

PTKIS Jambi utilizes various social media platforms to engage with audiences and enhance interaction through Shared Media. Platforms like Facebook, Instagram, Twitter, and LinkedIn are strategically used to disseminate information about the institution, campus events, and achievements. The use of social media allows PTKIS Jambi to reach a broader and more diverse audience, including prospective students, alumni, and the general public, while building an active and engaged community.

The websites and blogs owned by PTKIS Jambi are carefully managed to ensure the content is informative, educational, and SEO-friendly. Content updates are done regularly to keep the information relevant to the audience's needs. This content includes not only the latest news and academic information but also in-depth articles showcasing the institution's strengths and offered programs. By doing so, PTKIS Jambi can build online authority and increase search engine

visibility, which in turn contributes to brand awareness.

The interview began with the interviewer asking about the importance of innovative marketing strategies for PTKIS (Private Higher Education Institutions in Islamic Studies) in Jambi Province. The Rector of PTKIS responded with confidence, emphasizing that they recognize the necessity of innovative marketing strategies to enhance their brand awareness. One of the main approaches they have adopted is the PESO Model, which encompasses Paid, Earned, Shared, and Owned media. The Rector elaborated that this strategy integrates these four types of media to reinforce brand recognition. By employing the PESO Model, PTKIS in Jambi can leverage various communication channels to reach a wider audience and establish a robust reputation.²⁶

When asked about the timeline of the implementation, the Rector stated that PTKIS Jambi began utilizing the PESO Model in 2020. This step marked their commitment to keeping up with technological advancements and modern marketing trends. The Rector explained how they integrated paid media, such as online advertisements, earned media through publications and positive reviews, shared media by engaging on social platforms, and owned media through content creation and management. This holistic approach has notably helped increase visibility and attract more prospective students.²⁷

Discussing the impact, the Rector highlighted the significant improvement in brand awareness since implementing the PESO Model. Through paid media, PTKIS Jambi managed to reach a broader audience, raising awareness about their programs and unique advantages. Meanwhile, earned media, including positive reviews and media coverage, strengthened their credibility and reputation. Shared and owned media allowed for direct interaction with their audience, ensuring consistent messaging across all platforms. This combination, according to the Rector, has

²⁶ Personal Interview with the Rector of IAI Darul Ulum Sarolangun, July 4, 2024.

²⁷ Personal Interview with the Rector of IAI Darul Ulum Sarolangun, July 4, 2024.

effectively elevated their brand awareness and solidified their position in the educational sector.²⁸

Looking to the future, the Rector mentioned that PTKIS Jambi has plans to further develop its PESO strategy. They aim to focus more on video marketing and expand collaborations with influencers to connect with a younger and wider audience. By continuously monitoring market trends and audience feedback, they hope to sustain and enhance their brand awareness over time. The Rector concluded that this strategy not only supports an increase in enrollment numbers but also fortifies relationships with stakeholders.²⁹

PTKIS Jambi actively measures and evaluates the impact of using the PESO Model on brand awareness. Various methods are employed, including Google Analytics analysis to track online traffic and interactions, student satisfaction surveys to gather direct feedback from stakeholders, and social media monitoring to assess engagement and public sentiment. This approach enables PTKIS Jambi to understand the effectiveness of their marketing strategies and make necessary adjustments to achieve optimal results.

One successful campaign run by PTKIS Jambi using the PESO Model is the "Quality Education for All" campaign. This campaign utilized various elements of the PESO model, including paid advertising, social media content, media coverage, and blog articles. Through this integrated approach, PTKIS Jambi successfully raised awareness about the importance of quality education and reinforced the institution's image as a competent and inclusive provider of higher education. The success of this campaign demonstrates the power of the PESO approach in building a brand and reaching a wider audience.

One of the biggest challenges faced by PTKIS Jambi in implementing the PESO Model is maintaining content consistency and managing budgets for Paid Media. Content consistency is crucial to ensure that the messages conveyed to the audience remain relevant and coherent across all platforms. This requires good coordination between the marketing team and content

managers to keep the information presented aligned with the institutions brand image. Additionally, the budget for Paid Media must be carefully managed to run effective campaigns without exceeding the set cost limits.

Despite facing challenges, PTKIS Jambi's marketing campaigns using the PESO Model have received very positive responses from the target audience. Social media interactions have increased significantly, and website visits have also risen. This positive response indicates that the PESO approach successfully captures the interest and attention of the audience, thereby enhancing PTKIS Jambi's brand awareness among the public. This success reflects the effectiveness of marketing strategies designed with audience preferences and behavior in mind.

PTKIS Jambi has successfully created synergy in its marketing campaigns by integrating consistent content across all media. This approach ensures that the same message is delivered through various channels, creating a cohesive experience for the audience. In this way, PTKIS Jambi maximizes the impact of each PESO component—be it Paid, Earned, Shared, or Owned Media—to achieve broader marketing goals. This strategy allows PTKIS Jambi to strengthen its brand image and increase awareness among target audiences effectively.

An integrated approach in the PESO Model is vital for PTKIS Jambi to ensure all marketing components work harmoniously. By ensuring that the content and messages conveyed remain consistent, PTKIS Jambi can build strong and lasting relationships with its audience. This approach not only increases the effectiveness of marketing campaigns but also helps build trust and credibility of the institution in the public eye. Thus, by overcoming challenges and leveraging the synergy between PESO components, PTKIS Jambi can achieve more optimal results in its marketing strategy.

PTKIS Jambi plans to develop their PESO strategy by focusing more on video marketing and expanding collaborations with influencers. This move aims to reach a broader and younger

²⁸ Personal Interview with the Rector of IAI Tebo, July 24, 2024.

²⁹ Personal Interview with the Rector of IAI Tebo, July 24, 2024.

audience, as videos and influencers have become highly effective tools in capturing the attention of millennials and Gen Z. Video marketing allows PTKIS Jambi to convey messages visually and engagingly, while collaborations with influencers can enhance brand credibility and trust through endorsements made by individuals with significant social media influence.

The PESO Model plays a crucial role in enhancing PTKIS Jambi's brand awareness, especially when compared to traditional marketing methods. With PESO, PTKIS Jambi can reach a wider digital audience more quickly. The integration of paid, earned, shared, and owned media allows PTKIS Jambi to leverage various channels and platforms to disseminate their messages more effectively and efficiently. This contrasts with traditional methods, which often take longer and incur higher costs to achieve similar results.

For other institutions looking to implement the PESO Model to enhance brand awareness, several recommendations can be made. First, it is essential to understand the audience well, including their preferences and behaviors. Second, content consistency must be maintained to ensure that the messages conveyed are always relevant and aligned across all channels. Finally, using analytics to measure and adjust strategies is crucial. By leveraging analytical data, institutions can evaluate the effectiveness of their campaigns and make necessary adjustments to achieve optimal results.

While the PESO Model offers many benefits, its implementation also presents challenges. One of the main challenges is the need to continually adapt to evolving digital trends and new technologies. Institutions must be ready to innovate and change their approach according to shifts in audience preferences and market dynamics. However, with the right strategy and a deep understanding of the PESO Model, PTKIS

Jambi and other institutions can harness the full potential of this approach to enhance brand awareness and achieve their marketing goals.

Discussion

Based on the findings presented in Table 1 regarding the implementation of the PESO Model at PTKIS Jambi, several key points warrant a detailed discussion. Firstly, PTKIS Jambi understands the PESO Model as a marketing strategy that integrates Paid, Earned, Shared, and Owned media to enhance brand awareness. This indicates that the institution employs a holistic approach in managing various media types to achieve its goals.³⁰ The model has been in use since 2020, reflecting a long-term commitment to modern marketing strategies.

Furthermore, the effectiveness of the PESO components at PTKIS Jambi shows significant results. Owned and Shared Media have proven highly effective in their marketing campaigns, while Earned Media is experiencing rapid growth. However, Paid Media still requires further optimization.³¹ This demonstrates that while most components are functioning well, there is still room for improvement, particularly in the area of paid advertising.

For Paid Media strategies, PTKIS Jambi utilizes Google AdWords and paid social media to reach a broader audience. On the other hand, they acquire and utilize Earned Media through collaborations with local media, article publications, and testimonials from students and alumni. Shared Media platforms include Facebook, Instagram, Twitter, and LinkedIn, which facilitate engagement with the audience.³²

Lastly, PTKIS Jambi manages Owned Media such as websites and blogs by regularly updating them with informative, educational, and SEO-friendly content. They also measure the impact of

³⁰ Li Xia, Jiuchang Wei, Shuo Gao, and Ben Ma. "Promoting Corporate Sustainability through Sustainable Resource Management: A Hybrid Decision-Making Approach Incorporating Social Media Data." *Environmental Impact Assessment Review* 85 (2020), p. 106459.

³¹ Ra Almestarihi, A. Y. A. B. Ahmad, R. Frangieh, I. Abu-AlSondos, K. Nser, and Abdulkrim Ziani. "Measuring the ROI of Paid Advertising Campaigns in Digital Marketing

and Its Effect on Business Profitability." *Uncertain Supply Chain Management* 12, No. 2 (20).

³² Ciro Troise and Mark Anthony Camilleri. "The Use of Digital Media for Marketing, CSR Communication and Stakeholder Engagement." *In Strategic Corporate Communication in the Digital Age*, Pp. 161-174. Emerald Publishing Limited, 2021.

the PESO Model on brand awareness using Google Analytics, student satisfaction surveys, and social media monitoring. While the "Quality Education for All" campaign serves as a successful example, the biggest challenges include maintaining content consistency and managing Paid Media budgets. Future plans involve focusing more on video marketing and expanding collaborations with influencers to reach a broader and younger audience.

Based on this research, PTKIS Jambi demonstrates a strong understanding of the PESO Model concept, encompassing Paid, Earned, Shared, and Owned Media. This deep understanding enables them to implement more effective marketing strategies.³³ Since adopting the PESO Model in 2020, PTKIS Jambi has developed significant experience in utilizing this approach, reflecting their commitment to enhancing brand awareness across various media channels.³⁴ However, while Paid Media has been utilized, there remains a need to focus on enhancing these strategies to achieve optimal balance and ensure better return on investment (ROI).

The use of digital advertising, such as Google AdWords and paid social media, has proven effective in reaching a broader audience. Yet, PTKIS Jambi needs to continually adjust and optimize these advertising campaigns to maximize ROI. Earned Media, acquired through collaborations with local media and article publications, also plays a crucial role in enhancing brand credibility and visibility. Popular social media platforms like Facebook, Instagram, Twitter, and LinkedIn are utilized for Shared Media, helping PTKIS Jambi reach wider audiences and foster engagement.

PTKIS Jambi manages Owned Media, including websites and blogs, effectively by regularly updating informative and SEO-friendly content.³⁵ Ongoing evaluation of the PESO Model's impact through Google Analytics analysis, student satisfaction surveys, and social media monitoring allows PTKIS Jambi to measure the success of these strategies and make necessary adjustments. Successful campaigns like "Quality Education for All" demonstrate the effectiveness of the PESO Model in boosting brand awareness, despite challenges such as maintaining content consistency and managing budgets for Paid Media.

Synergy among PESO components is crucial for creating cohesive and effective marketing campaigns. The PESO model, which includes Paid, Earned, Shared, and Owned media, provides a comprehensive approach to building brand awareness.³⁶ When these components work together harmoniously, they can significantly amplify the brand message and reach a broader audience.

Paid media, such as advertisements and sponsored promotions, offers full control over the messaging and audience reach.³⁷ However, its effectiveness can be enhanced with support from Earned media, which includes media coverage and positive reviews that provide external validation. Additionally, Shared media, involving content shared by the audience through social platforms, can organically extend the brand's reach and build public trust.

Owned media, such as websites and blogs, provides a solid foundation for the brand message and information controlled directly by the institution. By integrating Owned media with Paid, Earned, and Shared, institutions can ensure that the messages are consistent and supportive across all platforms. This synergy not only strengthens

³³ Costas Assimakopoulos, Ioannis Antoniadis, Oliver G. Kayas, and Dragana Dvzic. "Effective Social Media Marketing Strategy: Facebook as an Opportunity for Universities." *International Journal of Retail & Distribution Management* 45, No. 5 (2017), Pp. 532-5.

³⁴ Yusuf Bilgin. "The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty." *Business & Management Studies: An International Journal* 6, No. 1 (2018), Pp. 128-148.

³⁵ Konstantinos I. Roumeliotis and Nikolaos D. Tselikas. "An Effective SEO Techniques and Technologies

Guide-Map." *Journal of Web Engineering* 21.5 (2022), Pp. 1603-1649.

³⁶ Ireta Sanchez, Juan Martin. "Attributes of Scaling up SMEs in the IT Sector towards Sustaining High-Performance Business Results." *Journal of Entrepreneurship in Emerging Economies* 15, No. 5 (2023), Pp. 910-944.

³⁷ Madhu Bala, and Deepak Verma. "A Critical Review of Digital Marketing." M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. *International Journal of Management, IT & Engineering* 8, No. 10 (2018): 321-339.

the message but also creates a more comprehensive experience for the audience.

Overall, the synergy among PESO components allows institutions to optimize their marketing strategies by effectively integrating various forms of media. With this coordinated approach, institutions can enhance brand awareness, build stronger relationships with their audience, and achieve better outcomes in their marketing campaigns.³⁸

PTKIS Jambi plans to further develop their PESO strategy with a focus on video marketing and expanding collaborations with influencers, aiming to reach a broader and younger audience. Video marketing is becoming increasingly important in today's digital world due to its ability to convey messages in a more engaging and digestible format. Videos allow institutions to showcase campus life, student testimonials, and academic activities in a dynamic and visual manner, which can capture the attention of a younger audience.

Collaborating with influencers is also a significant strategic move. Influencers have the power to impact their audience's opinions and decisions through trusted recommendations. By partnering with influencers who have a relevant audience, PTKIS Jambi can leverage their reach to boost brand awareness among prospective students and other stakeholders. Influencers can help spread information about the institution's flagship programs and values in a more personal and credible way.

Focusing on a younger audience is crucial as they represent the future student body. Engaging with digital natives requires that PTKIS Jambi's marketing strategy reflects the platforms and formats they use daily. Video content and influencer collaborations are effective ways to communicate with this demographic in formats they prefer and frequently use. This approach enables PTKIS Jambi to connect more directly and relevantly with their target audience.

PTKIS Jambi's plan to enhance their PESO strategy with an emphasis on video marketing and

influencer partnerships demonstrates a proactive effort to adapt to current digital marketing trends. Through these strategies, they aim to increase their visibility and appeal in the higher education market and build stronger connections with a younger audience.

In the digital age, the PESO Model offers significant advantages over traditional marketing methods, although traditional methods still hold value. The PESO Model, which includes Paid, Earned, Shared, and Owned media, provides a more integrated and data-driven marketing approach. By leveraging advanced digital media such as online ads, social media, and video content, the PESO Model allows institutions to reach a broader and more targeted audience with greater cost efficiency and control over messaging.

However, traditional marketing methods, such as print ads, radio, and television, still play an important role in marketing strategies. Traditional media can reach audiences who may not be digitally active and provide additional credibility through well-established and trusted channels. For example, advertising in local newspapers or on television can reach older demographics or those less engaged with social media.

The advantage of the PESO Model lies in its ability to combine various types of media to achieve better results. By integrating Paid, Earned, Shared, and Owned media, institutions can create consistent and comprehensive campaigns that reach audiences through multiple channels and touchpoints. This allows them to measure campaign effectiveness in real-time and make necessary adjustments quickly.

To deepen this discussion, the findings suggest that the PESO Model offers a more modern and efficient approach to managing and enhancing brand awareness in the digital era. However, despite the model's effectiveness, challenges remain, such as optimizing paid media strategies and ensuring content consistency across channels. This discussion should include comparisons with previous research on digital marketing in higher education. For example, prior

³⁸ Eran Ketter. "Its All about You: Destination Marketing Campaigns in the Experience Economy Era." *Tourism Review* 73, No. 3 (2018), Pp. 331-343.

studies indicate that the use of social media and paid ads can enhance audience engagement, but the PESO Model provides a more holistic framework by integrating Earned and Shared media, which may not have been thoroughly considered in previous research.

Theoretically, these findings align with concepts developed in digital marketing literature that emphasize media integration for optimal results. Key concepts include Integrated Marketing Communications (IMC),³⁹ which focuses on creating a unified and consistent message across various channels to ensure all marketing efforts are synchronized and reinforce each other. Cross-Channel Marketing involves utilizing multiple marketing channels (e.g., email, social media, search engines) to create a cohesive customer experience and maximize reach and engagement. Omnichannel Marketing emphasizes the seamless integration of all communication channels, ensuring a consistent customer experience regardless of the platform or touchpoint.⁴⁰ Multichannel Marketing engages customers across various channels but may not always provide a consistent or integrated experience as omnichannel marketing does.⁴¹ Content Marketing involves creating valuable, relevant content that resonates with the target audience across multiple platforms and media types.⁴² However, these findings also indicate that there is room for further development in understanding how the various PESO components can be optimized together to achieve the best results.

The practical implications of this study suggest that other institutions can benefit from PTKIS Jambis recommendations, such as understanding their audience, maintaining content

consistency, and using analytics to measure and adjust strategies. These recommendations provide specific guidance for marketing managers in effectively implementing the PESO Model and offer valuable insights for achieving better results in their marketing efforts.

By leveraging the strengths of digital media while maintaining elements of traditional methods, institutions can achieve optimal results in their marketing efforts.⁴³

Conclusion

The conclusion of this study highlights that PTKIS Jambi has demonstrated a strong understanding and experience in implementing the PESO Model since 2020, which has notably improved their brand awareness across various media channels. While digital advertising methods such as Google AdWords and paid social media have proven effective, there is still a need for adjustments to optimize return on investment (ROI). The management of Owned Media and the strategic use of Earned and Shared Media have also played crucial roles in enhancing brand visibility and engagement.

Key recommendations include PTKIS Jambi continuing to refine their Paid Media strategies, expanding their efforts in video marketing, and fostering collaborations with influencers to reach a broader, younger audience. Consistency in content and the use of analytics for ongoing evaluation should be maintained.

The study also acknowledges certain limitations, such as the scope of the case study and potential biases in data collection, which should be considered for a balanced perspective. For future research, exploring the long-term impact of PESO strategies on student enrollment could provide valuable insights. Other institutions aiming to

³⁹ Kevin Lane Keller. "Unlocking the Power of Integrated Marketing Communications: How Integrated Is Your IMC Program?." *Journal of Advertising* 45, No. 3 (2016), Pp. 286-301.

⁴⁰ Tony Haitao Cui, Anindya Ghose, Hanna Halaburda, Raghuram Iyengar, Koen Pauwels, S. Sriram, Catherine Tucker, and Sriraman Venkataraman. "Informational Challenges in Omnichannel Marketing: Remedies and Future Research." *Journal of Marketing* 85, No. 1 (202).

⁴¹ Bharat Vaishnav, and Sourav Ray. "A Thematic Exploration of the Evolution of Research in Multichannel

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⁴² Charmaine Du Plessis. "The Role of Content Marketing in Social Media Content Communities." *South African Journal of Information Management* 19, No. 1 (2017), Pp. 1-7.

⁴³ Nousheen Imran, and Maseeha Arjumand. "A Study of the Effectiveness of Social Media Marketing Compared to Traditional Marketing Methods." *RIMS Journal of Management* 4, No. 2 (2020), Pp. 1-8.

implement the PESO Model are advised to understand their audience, maintain content consistency, and leverage analytics to effectively adjust their strategies.

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Interview and Observation

Interview and observation sources at 3 Islamic Higher Education Institutions in Jambi, June 20-27, 2024.