

## ABSTRACT

### **IMPLEMENTASI STRATEGI KOMUNIKASI PEMASARAN DIGITAL DALAM PENINGKATAN JUMLAH PESERTA DIDIK (Studi Deskriptif Kualitatif pada Homeschooling Kak Seto)**

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*Homeschooling Kak Seto (HSKS) is an alternative educational institution focused on flexible and personalized learning for students. This study focuses on the type of digital marketing used to increase the number of new students at HSKS. A descriptive qualitative approach was employed, with data collection techniques including interviews and observations. The implementation involves various elements such as social media account management, the use of digital analytics to evaluate campaign performance, and optimizing posting schedules. The findings reveal that flexibility, creativity, and content relevance are key factors in the success of this strategy. Content designed to be visually appealing and interactive, such as live sessions and Q&A, has proven effective in building emotional engagement with the audience. However, challenges remain in determining the optimal posting time and maintaining a balance between educational content and digital trends. Additionally, data-driven evaluations, including engagement, reach, and ROI, serve as benchmarks for refining the approach. The study concludes that well-planned and innovative digital marketing implementation not only enhances public awareness of HSKS but also significantly impacts the increase in the number of new students every semester. A data-driven approach and strategic collaboration help HSKS remain relevant and competitive in the alternative education sector.*

**Keywords:** Homeschooling Kak Seto, digital marketing, digital communication strategy, alternative education.

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