

IDEOLOGY OF ACHIEVEMENT: THE STRATEGY OF AIMING AT THE PROSPECT STUDENTS THROUGH INSTITUTION ADVERTISING MEDIA DESIGN

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ABSTRACT

This article is the result of research on advertising media used by Malang State University, East Java, Indonesia to persuade the prospective new students to enroll in College. Ideology approach applied in College in the advertising can persuade the prospect new students to make this University their main choice as the place for their advanced study. The ideology delivery was conducted through the elements of design in advertising, such as the message received by the prospective new students. This research was conducted through questionnaire survey distributed randomly to 100 informants when they take skill test in State College Admission Selection (*SMPTN*) in Malang State University. The data incoming was then analyzed using Thompson's ideology approach to explain the interrelationship between the meanings of symbols in advertisement based on the existing relations. The result showed that advertising media employing the College achievement ideology approach was very effective and attracts the Prospective New Students' interest. Accreditation of College institution, and accreditation of Study Program are the appropriate information to make the prospective students choosing one college to improve their education career.

Keywords: Advertising media, college, ideology, prospective new students.