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**Humanistic Based Marketing Strategies To Enhance Private Universities' Appeal, Competitiveness, And Student Engagement In Education.**

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**ABSTRACT :**

The increasingly complex competition among private universities requires marketing strategies that go beyond promotion and product orientation, emphasizing instead the values of humanity. The humanistic approach in marketing places people as the main subject, focusing on empathy, personal communication, emotional relationships, and authenticity in building the image of educational institutions. This study aims to conceptually examine how humanistic marketing strategies can be effectively applied by private universities to attract and retain student interest. The research method used is a literature review (library research) with a descriptive-analytical approach. Data sources include journal articles, academic books, institutional reports, and policy documents relevant to the themes of higher education marketing and humanism. The findings indicate that humanistic marketing is not only relevant but also strategic in the higher education context, as it helps build stronger trust and emotional bonds with prospective students and their families. This approach emphasizes understanding individual needs, delivering meaningful messages, and strengthening institutional values that appeal to psychological and social aspects. The implication of this study is the need to reorient private university marketing strategies from a transactional approach to a relational and humanistic one.

**Key words:** *Marketing Strategy, Humanistic Approach, Private Universities.*

## INTRODUCTION

Competition among Private Universities in Indonesia has become increasingly intense over the past two decades. This phenomenon is reinforced by the growing number of higher education institutions and the shifting public preference toward education that emphasizes mutual values and humanity. The growth in the number of high school graduates does not align with the rapid expansion of universities, resulting in a decline in the number of applicants—particularly among Private Universities that lack a strong brand and adaptive marketing strategies. Therefore, marketing strategies are no longer merely about promotion, but must reflect the institution's values, credibility, and excellence in a holistic manner—aligned with a humanistic approach.<sup>1</sup>

Marketing in higher education presents unique challenges compared to the commercial sector. The product offered—educational services—is intangible, long-term in nature, and aimed at shaping

<sup>1</sup> Hidayatussaliki Hidayatussaliki, Riki Alfian, and Afif Ma'sum, "Pemasaran Jasa Pendidikan Sebagai Strategi Peningkatan Mutu Pendidikan Di Perguruan Tinggi Islam," *Ar-Rosikhun: Jurnal Manajemen Pendidikan Islam* 3, no. 1 (2023): 69–81, <https://doi.org/10.18860/rosikhun.v3i1.21630>.

students' character and future. Consequently, marketing strategies in Private Universities must transform from transactional to relational and humanistic approaches. The humanistic approach emphasizes understanding the needs, aspirations, and human values of prospective students and their families, fostering emotional bonds and long-term trust between the institution and the wider community.<sup>2</sup>

Humanism in educational marketing refers to the principle of treating students as subjects rather than objects of marketing.<sup>3</sup> By recognizing the uniqueness and potential of each individual, universities can design strategies that not only promote academic programs but also demonstrate a commitment to students' personal and professional growth. This can be realized through empathetic communication, information transparency, alumni involvement in promoting institutional values, and personalized, context-based services.<sup>4</sup>

Private Universities that implement humanistic marketing strategies emphasize a dialogical rather than monological approach. Institutions not only deliver messages but also listen to the needs of prospective students through interest surveys, open forums, and interactive social media engagement. Such strategies can enhance loyalty and strengthen the institution's positive image in the long term. Moreover, they reinforce the social mission of higher education—to shape holistic, critical individuals who contribute to social well-being.<sup>5</sup>

Thus, marketing strategies for Private Universities through a humanistic approach are both essential and relevant amid today's social, cultural, and technological changes. This approach bridges institutional values with societal expectations while serving as a strategic differentiator in the face of intense competition. The present study aims to explore how Private Universities can develop human value-based, participatory, and sustainable marketing strategies to meaningfully enhance institutional competitiveness.

## Methods

This study employs a library research method with a descriptive-analytical approach. Data were collected through an extensive review of relevant academic literature, including scholarly books, nationally and internationally reputable journal articles, policy reports from educational institutions, and institutional marketing documents.<sup>6</sup>

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<sup>2</sup> Nunung Misran, "Strategi Humas Dalam Pembentukan Citra Perguruan Tinggi Swasta," *MUKASI* 3, no. 4 (2024): 367–75, <https://doi.org/10.54259/mukasi.v3i4.3106>.

<sup>3</sup> Alvian Pramudiyanto, Rizki Kurniawan, and Adam Jamal, "Pengambilan Keputusan Mahasiswa Dalam Memilih Perguruan Tinggi Di Kota Surabaya," *Indonesian Journal of Public Administration Review* 1, no. 3 (2024): 10, <https://doi.org/10.47134/par.v1i3.2461>.

<sup>4</sup> Yugh Setyanto, Paula T. Anggarina, and Anny Valentina, "Branding Yang Dilakukan Humas Pada Perguruan Tinggi Swasta," *Jurnal Muara Ilmu Sosial, Humaniora, Dan Seni* 1, no. 1 (2017): 171, <https://doi.org/10.24912/jmishumsen.v1i1.347>.

<sup>5</sup> Hilal Malarangan, Mohammad Salim, and Ahmad Haekal, "Strategi Pemasaran Perguruan Tinggi Pada Institut Agama Islam Negeri (IAIN) Palu," *Jurnal Ilmu Ekonomi Dan Bisnis Islam* 2, no. 2 (2020): 75–88, <https://doi.org/10.24239/jiebi.v2i2.33.75-88>.

<sup>6</sup> Muannif Ridwan et al., "Pentingnya Penerapan Literature Review Pada Penelitian Ilmiah," *Jurnal Masobi* 2, no. 1 (2021): 42, <https://doi.org/10.36339/jmas.v2i1.427>.

The analysis process involved selecting literature that discusses the main topics, namely marketing strategies in higher education, the concepts and theories of humanism in marketing, and the application of value-based and relationship-oriented marketing within the educational context. The analysis was conducted thematically and classified according to the key dimensions of humanistic marketing, such as empathy, personal relationships, institutional meaning, and social trust.<sup>7</sup>

## Result

### The Humanistic Approach in Institutional Communication of Private Universities

Institutional communication plays a crucial role in shaping public perception, building trust, and strengthening institutional image. It is not merely limited to the delivery of administrative information or academic promotion, but also serves as a medium for constructing deeper meaning and fostering sustainable relationships between the institution and the community.<sup>8</sup> In this regard, the humanistic approach becomes highly relevant, as it brings the values of humanity into communication practices that are often mechanical and transactional. Humanism in institutional communication encourages relationships that are participatory and dialogical, emphasizing empathy, trust, and respect for human dignity.<sup>9</sup>

The fundamental concept of the humanistic approach is grounded in the belief that humans are meaningful beings with the potential to develop holistically—intellectually, emotionally, socially, and spiritually. Therefore, in the context of communication, this approach rejects the notion that the audience is merely a passive recipient of information; instead, it recognizes them as active subjects engaged in the process of meaning exchange.<sup>10</sup>

Carl Rogers, a leading figure in humanistic psychology, emphasized the importance of communication based on honesty, openness, and empathy as key elements in building healthy relationships—both between individuals and between individuals and social institutions. This principle is highly relevant to the institutional communication of Private Universities, which strive to build loyalty, reputation, and strong connectivity with their internal and external stakeholders.<sup>11</sup>

Private universities often face significant challenges in building credibility amid intense competition with public universities and rising public expectations for educational quality. In this context, top-down communication or mere program promotion is no longer sufficient. A deeper approach is

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<sup>7</sup> Heriyanto Heriyanto, “Thematic Analysis Sebagai Metode Menganalisa Data Untuk Penelitian Kualitatif,” *Anuwa* 2, no. 3 (2018): 317, <https://doi.org/10.14710/anuva.2.3.317-324>.

<sup>8</sup> Hamzah Ramadhan and Dian Ayuria Sarwono, “Exploring the Role of International Rankings in the Development of Institutional Public Relations Strategies,” *Informasi* 54, no. 1 (2024): 53–63, <https://doi.org/10.21831/informasi.v54i1.73114>.

<sup>9</sup> Neka Erlyani et al., “Communication Climate and Organisational Trust Readiness for Change in Higher Education,” *SA Journal of Industrial Psychology* 50 (2024): 1–10, <https://doi.org/10.4102/sajip.v50i0.2092>.

<sup>10</sup> Humas Di and Perguruan Tinggi, “ANALISIS FUNGSI DAN PERAN MEDIA SOSIAL SEBAGAI STRATEGI” 6, no. September (2024): 445–456, <https://doi.org/10.38204/komversal.v6i2.2249>.

<sup>11</sup> Carl Rogers, *Terapi Berpusat pada Klien: Praktik, Implikasi dan Teori Saat Ini* (London: Constable, 1951), 25.

required—one that adopts the principles of humanistic communication, positioning students, parents, lecturers, alumni, and the broader community as dialogical partners.<sup>12</sup>

This approach fosters a sense of belonging and active engagement in institutional development. In practice, this can be realized through open forums, participatory consultations, and institutional campaigns that focus not only on academic achievements but also on human values such as social concern, solidarity, and inclusivity.

One of the indicators of successful humanistic institutional communication is the establishment of strong social trust between the institution and its community. Such trust does not emerge instantly but is the result of a honest, transparent, and long-term relationship-oriented communication process. Within private universities, many institutions are beginning to develop value-based institutional narratives, drawing from local wisdom, community knowledge, and educational practices that uphold humanity as a core value. This type of communication strategy is proven effective in creating institutional differentiation that demonstrates not only academic excellence but also moral and social legitimacy.

From an institutional marketing perspective, the humanistic approach reflects a paradigm shift from marketing-oriented to relationship-oriented communication. The concept of relationship marketing, as proposed by Grönroos, emphasizes the importance of building and maintaining meaningful relationships with stakeholders rather than merely attracting prospective students. According to this view, effective marketing creates co-created value between the institution and its audience through mutual respect and sustainable interaction. In this context, institutional communication functions not as a persuasive tool, but as a value bridge that shapes positive perceptions and emotional loyalty toward the institution.<sup>13</sup>

Humanistic institutional communication in private universities must also consider the social and cultural diversity of the academic community. This ensures that messages are not only rhetorically effective but also resonate personally with the audience's experiences and realities. Adapting language, symbols, and media to the cultural context of the audience is an integral part of humanistic communication ethics.

Paulo Freire, in his theory of critical pedagogy, emphasized the importance of dialogue as a form of liberating communication, allowing audiences to become subjects in developing their own awareness. This principle can be applied to campus communication practices such as student orientation, dissemination of vision and mission, and academic services that prioritize warm and relational engagement.<sup>14</sup>

The humanistic approach also encourages institutions to present authentic narratives in their public communication. Instead of relying on technocratic information, institutions can tell stories about their journeys, values, and human-centered struggles that shape their identity. Authenticity is essential to counter public fatigue toward exaggerated promotional rhetoric that fails to reflect reality. Recent studies

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<sup>12</sup> Muhammad Khoiri and Binti Maunah, "The Role Of Transformative Leadership In Managing Conflict Over Changes In Islamic Education" 2, no. 12 (2024): 3272–3283.

<sup>13</sup> Alstri Nurcahya, "Evolusi Pemasaran Jasa Dan Relasional Bidang Pendidikan", *Thawalib | Jurnal Kependidikan Islam*, 4, no. 1 (2022): 45–60.

<sup>14</sup> Madhakomala et al., "Kurikulum Merdeka Dalam Perspektif Pemikiran Pendidikan Paulo Freire," *At-Ta'lim : Jurnal Pendidikan* 8, no. 2 (2022): 162–72, <https://doi.org/10.55210/attalim.v8i2.819>.

show that institutions with authentic narratives are more trusted and emotionally connected to their audiences. This becomes increasingly relevant in the digital era, where the speed of information must be balanced with genuineness of meaning and message integrity.

Implementing a humanistic approach in institutional communication also depends on the capacity of institutional human resources to understand the principles of effective communication. Therefore, training in empathy-based communication, developing active listening skills, and encouraging openness to feedback and criticism are vital steps toward fostering a healthy communication culture. Humanistic communication is not merely a strategy but a reflection of organizational values and culture that honor the whole person. In this context, institutional leaders play a crucial role as models of inclusive and reflective communication.

Ultimately, the humanistic approach offers a sustainable, long-term solution for private universities to remain relevant and meaningful. Institutional communication grounded in humanistic principles not only fulfills public information needs but also builds psychological and moral bonds between the institution and its community. Thus, communication becomes not just a medium for conveying messages but a space for nurturing values, creating meaning, and strengthening the institutional identity as a shared home for all stakeholders in education.<sup>15</sup>

### **Integration of Humanistic Values in the Branding and Positioning of Higher Education Institutions**

The increasingly competitive global landscape demands that higher education institutions highlight their unique characteristics to survive and thrive. One of the most crucial aspects of this strategy is branding and positioning, both of which play major roles in shaping public perception of an educational institution. However, in today's highly competitive educational environment, it is essential that institutions move beyond a sole focus on academics and facilities.

Successful branding must also reflect deeper values, one of which is humanism. In the context of higher education, humanism emphasizes respect for humanity, diversity, and social justice—values that foster a more inclusive and equitable society. Therefore, integrating humanistic values into the branding and positioning of higher education institutions represents a highly strategic step in addressing these challenges.

Humanism is not only an educational philosophy but also a foundational principle that shapes how institutions interact with the outside world, especially with students, faculty, alumni, and the general public. Within the branding process, these humanistic values may be reflected in various aspects—ranging from the institution's communication style and the values it highlights through programs and services, to its active role in promoting social change through education.

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<sup>15</sup> Damianus Pongoh et al., "Sumbangan Pemikiran Filsafat Pendidikan Paulo Freire Bagi Sistem Pendidikan Tinggi Indonesia," *Media (Jurnal Filsafat Dan Teologi)* 3, no. 1 (2022): 103–15, <https://doi.org/10.53396/media.v3i1.57>.

This aligns with Rutter et al., who argue that institutions that prioritize humanitarian values can build positive images and strengthen audience loyalty. They also emphasize the importance of portraying institutions as entities that care deeply about diversity, equality, and community empowerment.<sup>16</sup>

Humanistic branding reminds us that higher education institutions are not merely marketing academic programs—they are also representing a culture, identity, and set of values. Institutions that successfully integrate humanistic values into their branding do more than disseminate information about academic offerings; they demonstrate a commitment to character development and student empowerment.<sup>17</sup>

Similarly, Perera and Perera highlight that the success of an institution's positioning depends largely on how effectively it communicates social and human values to its audience. In this context, positioning is not only about academic excellence or physical infrastructure—it also reflects the institution's social contributions to the wider community.<sup>18</sup>

Positioning is a strategic process in which institutions emphasize their unique characteristics that distinguish them from competitors. By incorporating humanistic values into their positioning, higher education institutions can position themselves as agents of change—prioritizing not only academic excellence but also social justice and the promotion of humanitarian ideals.<sup>19</sup>

Daymon and Holloway emphasize that storytelling is a powerful tool for building humanism-based institutional branding. Through storytelling, institutions can share authentic narratives of students, alumni, and faculty who embody humanistic values while overcoming life's challenges. This strengthens emotional connections between the institution and its audience and demonstrates genuine care for the well-being of students and the broader community.<sup>20</sup>

It is also important for universities to use appropriate communication channels when executing humanistic branding. One of the most effective channels today is social media. Sobari and Nurasyiah note that social media provides institutions with opportunities to engage directly and personally with their audiences. Through these platforms, universities can showcase humanitarian values in various social

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<sup>16</sup> Dian Fauzalia and Harmonis, "Strategi Humas Dalam Membangun Citra Perguruan Tinggi Muhammadiyah," *Perspektif* 1, no. 4 (2022): 428–36, <https://doi.org/10.53947/perspekt.v1i4.158>.

<sup>17</sup> Muhamad Bisri Mustofa, Gilang Tirta Sugara, and Siti Wuryan, "Komunikasi Interpersonal Sebagai Strategi Untuk Meningkatkan Kepuasan Pengunjung: Sebuah Tinjauan Literatur Di Perpustakaan," *AL-IDZAAH: Jurnal Dakwah Dan Komunikasi* 5, no. 1 (2023): 30–46, <https://doi.org/10.24127/al-idzaah.v5i1.3571>.

<sup>18</sup> Lefrand S. Pasuhuk and Deske W Mandagi, "Integrating Social Media Marketing and Brand Gestalt: An Empirical Analysis in Educational Institutions," *EDUKASIA: Jurnal Pendidikan Dan Pembelajaran* 4, no. 2 (2023): 2795–2804, <https://doi.org/10.62775/edukasia.v4i2.674>.

<sup>19</sup> Sitti Ratna Dewi Rahmatia, "Konsep Pendidikan Humanisme Dalam Pengembangan Pendidikan Islam," *Jurnal Pendidikan Ar-Rashid* 7, no. 1 (2022): 1–9.

<sup>20</sup> Nabila Fajrina et al., "Brand Storytelling Sebagai Strategi Perancangan Visual Branding Merek Dolien" 3, no. 1 (n.d.): 327–36.

initiatives—such as community service, humanitarian aid, and empowerment programs for underrepresented groups.<sup>21</sup>

Additionally, humanistic branding should be reflected in the visual design and promotional materials used by the institution. Marketing materials that portray the diversity of students, faculty, and the community communicate a message of inclusivity and respect for diversity. A representative visual design not only enhances institutional appeal but also reinforces the impression that the university genuinely values equality and respect for every individual, regardless of their social, racial, religious, or gender background.<sup>22</sup>

It is also crucial to understand that the integration of humanistic values into branding and positioning is not limited to academic achievement—it also encompasses social empowerment. Higher education, in this sense, becomes a tool for creating broader social transformation by equipping students with the knowledge and skills necessary to actively improve society.

During crises—such as the COVID-19 pandemic—institutions that have embedded humanistic values into their branding have been better able to maintain strong relationships with students and the public. Kotler and Keller assert that institutions with value-based branding tend to earn greater trust and respect from their audiences, especially during challenging times. This demonstrates that humanistic branding not only provides long-term benefits but also strengthens institutional resilience in the face of external challenges.

Moreover, in humanism-based branding, technology plays a vital role. It enables universities to provide a more inclusive and accessible educational experience for all, regardless of social background. Through online learning platforms, for instance, institutions can reach a wider audience and offer high-quality education accessible anytime and anywhere.<sup>23</sup>

In conclusion, integrating humanistic values into the branding and positioning of higher education institutions not only enhances their market position but also enables them to contribute meaningfully to social transformation. Universities that prioritize humanitarian values can build stronger, more positive public images and gain lasting support from their audiences. Over time, institutions that successfully embed humanism into their branding and positioning will be better equipped to compete globally and make a greater contribution to society.

## **Implementation of the Humanistic Approach in Enhancing Student Loyalty and Retention in Private Universities**

In today's increasingly competitive higher education environment, private universities are expected not only to attract new students but also to maintain their loyalty and improve student retention.

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<sup>21</sup> Iip Sobari dan Nurasyiah, "Pemanfaatan Media Sosial dalam Komunikasi Institusional: Studi pada Perguruan Tinggi Swasta di Jawa Barat," *Jurnal Ilmu Komunikasi* 18, no. 2 (2020): 137–150, <https://doi.org/10.24002/jik.v18i2.3622>.

<sup>22</sup> Dewi Immaniar, Reni Mulyani, and Fitria Arnita, "Desain Komunikasi Visual Sebagai Sarana Promosi Perguruan Tinggi," *CCIT Journal* 10, no. 2 (2017): 280–89, <https://doi.org/10.33050/ccit.v10i2.549>.

<sup>23</sup> Immaniar, Mulyani, and Arnita.

One strategic and rapidly developing approach that has proven effective in achieving these goals is the humanistic approach—a marketing strategy that places human beings, in this case students, at the center of all marketing activities.<sup>24</sup> This approach goes beyond promoting educational products or services; it emphasizes attention to the emotional, social, and psychological needs of students as complex individuals who seek meaningful educational experiences.

Student loyalty is no longer understood merely as an administrative attachment; it encompasses deep affective and cognitive dimensions. The humanistic approach encourages educational institutions to build long-term relationships based on empathy, relevance, and personalized experiences. Marketing strategies that focus on student needs and experiences have been shown to enhance positive perceptions of institutions and significantly contribute to increased student loyalty.<sup>25</sup> Institutions that actively listen to students' aspirations, concerns, and values are more capable of creating strong emotional bonds—bonds that, in turn, strengthen students' commitment to continue their studies.

The humanistic approach also emphasizes the importance of understanding the entire student journey, from the pre-registration stage and early adaptation to engagement in academic and non-academic activities. Universities that consistently provide positive and personalized experiences throughout the student lifecycle tend to have higher retention rates. Emotional engagement, formed through meaningful interactions between students and the institution, becomes a key factor in students' decisions to remain enrolled. This indicates that student retention cannot be achieved solely through administrative policies but must be supported by relational approaches that address students' human dimensions.<sup>26</sup>

A crucial aspect of the humanistic approach is the institution's ability to personalize services and communication. Personalization is not limited to using students' names in emails—it involves a deep understanding of their interests, backgrounds, and individual needs. In this regard, technologies such as Customer Relationship Management (CRM) systems and data analytics serve as essential tools to support this approach.

The humanistic approach also promotes honest, open, and authentic communication between universities and students. Overly formal and bureaucratic communication can create psychological distance, whereas empathetic and human-centered communication fosters trust and emotional engagement. Emotional involvement built through such communication contributes directly to higher student loyalty. Institutions that remain open, receptive to feedback, and willing to make changes based on student aspirations are more likely to maintain trust and commitment.

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<sup>24</sup> Rina Djunita Pasaribu et al., "Human-Centered Sustainable University Model," *Jurnal Manajemen Indonesia* 22, no. 1 (2022): 1, <https://doi.org/10.25124/jmi.v22i1.4316>.

<sup>25</sup> Efry Kurnia and Novi Aisha, "Analisis Brand Strategy Pada Perguruan Tinggi Swasta Islam Di Kota Medan," *Jurnal Manajemen Dan Keuangan* 7, no. 1 (2018): 10–23, <https://doi.org/10.33059/jmk.v7i1.754>.

<sup>26</sup> M Alfi Khoiruman, I Made Sutajaya, and I Wayan Suja, "Implementasi Pendidikan Humanistik Dalam Pengembangan Keterampilan Komunikasi Bahasa Inggris Di Perguruan Tinggi Implementation of Humanistic Education in Developing English Communication Skills in Higher Education" 1, no. 2 (2023): 53–60.

On the other hand, student retention is also heavily influenced by the quality of learning experiences and non-academic support provided during their studies. Private universities that adopt human-centered principles in curriculum design, teaching, and support systems are better equipped to create a welcoming and empowering learning ecosystem. Research by Thomas shows that approaches emphasizing students' emotional and social well-being significantly enhance their sense of belonging and attachment to the institution. This is particularly relevant for private universities, which often face challenges related to limited resources, public trust, and student transfers to other institutions.

It is undeniable that many students leave institutions not merely because of academic dissatisfaction, but because they feel unnoticed, uninvolved, or disconnected from their campus. This highlights the strategic importance of the humanistic approach. Through this perspective, universities can design student experiences that prioritize relationships, values, and meaning—not just administrative or academic aspects. As Hemsley-Brown and Oplatka explain, student loyalty is strongly influenced by perceptions of the institution's integrity, care, and commitment to personal growth.<sup>27</sup>

Efforts to enhance student retention through a humanistic approach also require active participation from all campus stakeholders, including lecturers, administrative staff, and leadership. Everyone must share a common understanding of the importance of building inclusive and empathetic relationships with students. This can be achieved through service excellence training, the development of a humanistic organizational culture, and institutional policies that promote student involvement in decision-making. An inclusive and relational organizational climate serves as a fundamental pillar in fostering long-term loyalty in higher education.

Additionally, a human-centered approach is relevant in building a diverse and inclusive campus community. Students come from various social, economic, and cultural backgrounds, each with unique needs. Marketing strategies that emphasize inclusivity and respect for diversity help create a comfortable and supportive campus environment for all students.<sup>28</sup>

In conclusion, the humanistic approach is not merely a communication strategy—it represents a new paradigm in managing relationships between higher education institutions and students. This approach offers a holistic perspective for understanding students' needs, aspirations, and experiences, providing an effective framework for enhancing both loyalty and retention. Universities that consistently adopt this approach will not only retain their students but also foster a healthier, more collaborative, and more meaningful academic community.

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<sup>27</sup> Tio Ari Laksono and Sulistyorini Sulistyorini, "Educational Marketing Information Systems At Islamic Educational Institutions," *Idaarah: Jurnal Manajemen Pendidikan* 5, no. 2 (2021): 336, <https://doi.org/10.24252/idaarah.v5i2.24130>.

<sup>28</sup> Binti Nasukah, Sulistyorini Sulistyorini, and Endah Winarti, "Peran Komunikasi Efektif Pemimpin Dalam Meningkatkan Kinerja Institusi," *AL-TANZIM: Jurnal Manajemen Pendidikan Islam* 4, no. 1 (2020): 81–93, <https://doi.org/10.33650/al-tanzim.v4i1.899>.

## Conclusion

A humanistic approach-based marketing strategy has become an urgent necessity for private universities amid increasingly complex competition and the growing critical awareness of prospective students. This approach goes beyond the effectiveness of promotional activities—it emphasizes the institution’s ability to build empathetic communication, foster authentic emotional relationships, and convey institutional values that resonate with individuals’ psychological and social dimensions. By positioning prospective students as active subjects rather than mere marketing objects, universities can cultivate stronger closeness and trust, thereby enhancing their long-term institutional appeal.

The application of humanistic principles in marketing strategies—such as empathy, personal engagement, and authentic storytelling—has proven effective in strengthening student loyalty, positive institutional image, and alumni participation in promoting the university. Therefore, private universities need to reorient their strategies from a transactional approach to a relational and human-centered one. This strategy is not only effective in attracting new students but also in fostering an academic community with emotional bonds and long-term commitment to the educational institution.

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