# *ABSTRACT*

*This research is entitled "AISAS Model Analysis of Digital Promotion Strategy of* Lembaga Promosi dan Penerimaan Mahasiswa Baru (LPPMB) *of* Peradaban *University in attracting new students in year 2020-2021". The purpose of this research is to understand the digital promotion strategy of* Lembaga Promosi dan Penerimaan Mahasiswa Baru (LPPMB) *of* Peradaban University *in attracting new students in year 2020-2021 by AISAS model. This type of research is a descriptive with a qualitative approach and object of research that of* Lembaga Promosi dan Penerimaan Mahasiswa Baru (LPPMB) *of* Peradaban *University, located on* Pagojengan 3 KM Paguyangan, Brebes*, Central Java.Data collection methods through interviews, observation and documentary studies which then tested its validity by technical triangulation.*

*Research has found that the digital promotion strategy of* Lembaga Promosi dan Penerimaan Mahasiswa Baru (LPPMB) *of* Peradaban *University in attracting* new students in year 2020-2021 already includes 5 (five) stages of attention, interest, search, action and share. The attention phase is done by using social media (Whatsapp, Instagram, Facebook and Youtube) by creating content such as text messages, digital posters, photos and videos. The interest phase with interesting social media design and also offered the product of a scholarship program. The search phase occurred when audiences asked through social media and also met directly with customer service or the front office. The action phase from the data of new students 2021 of Peradaban University that did the registration and the phase share occurred when students of Peradaban University in 2021 shared information about the promotion of Peradaban University through social media.

# *Keywords: AISAS, Promotion Strategy, Digital Promotion, New Student*

xvi