



**THE PROMOTIONAL STRATEGY OF INSTITUT  
PROFESIONAL BAITULMAL**

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**DECLARATION OF ORIGINAL WORK**



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"DECLARATION OF ORIGINAL WORK"**

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- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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## **ACKNOWLEDGEMENTS**

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## **ABSTRACT**

In general promotion strategy plays important roles to ensure that the company running smoothly and also to archive the company mission and vision. It also to ensure the company will stay on top of the industry or beating the industry leader. The good and effective promotion strategy will give a good impact to the company. Over the years, promotional strategy has been studied toward product and market consideration. However, there is no study been done towards education sector, especially in Institut Profesional baitulmal.

The study basically, undertaken to examine and find out about to identify the promotion strategy element that is Advertising, Public relation, Publicity, and college appearance. Furthermore the study are also to find out the most important promotion strategy to attract people to came to study at Institut Profesional Baitulmal that come to conclusion that advertisement is the most effective promotional strategy, followed by college appearance and publicity.

Lastly, recommendation and suggestion on the topic have been represented and prepared based on the finding of the research. The recommendations are important for Institut Profesional Baitulmal in creating good or even better promotional strategy in future onwards.

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