CHAPTER I

INTRODUCTION

A. BACKGROUND

In 2018, the Ministry of Communication and Informatics (Kemenkominfo) conducted a training program focused on developing digital skills for the people of Indonesia. The challenges presented by the Fourth Industrial Revolution inspired the creation of the Digital Talent Scholarship (DTS) training program. In this era, it is essential to update technology-based and innovative human resource management and to cultivate competent human resources in their respective fields. (Ricardianto et al., 2020). Indonesia's standing at 80th out of 137 countries for technological readiness and 96th for labor efficiency underscores the urgent need for strategic advancement in these critical areas. (Vani, 2020).

The Digital Talent Scholarship training program is dedicated to empowering Indonesian youth, the general public, UMKM entrepreneurs, and state civil servants in the field of Communication and Information Technology. By enhancing skills, competitiveness, productivity, and professionalism, the program is gearing up the nation to compete effectively in the Industry 4.0 era. It's a crucial step towards meeting the growing demand for skilled human resources in the technology sector and securing our country's position in the digital era (digitalent.kominfo.go.id). In 2018 the Ministry of Communication and Information provided intensive training to 1,000 participants and aims to increase the target number to 20,000 in 2019. Some of the training themes in the Digital Talent Scholarship training program are artificial intelligence, internet of things, machine

learning, big data analytics, cloud computing, and various derivative technologies (https://aptika.kominfo.go.id/2019/09/digital-talent-scholarship-2019/ , cited on 21 July)

But in early 2020 the world was shocked by the Coronavirus case known as Covid-19. This incident impacted on every member of society due to the rules implemented by the government that must be adhered to regarding health protocols, including not being allowed to crowd, maintaining distance, and limiting human interaction. (Musa Ghufron, 2020). The dissemination of information about the Digital Talent Scholarship (DTS) training program is being impacted due to ineffective promotion. The promotion of the DTS program involves many people, which cannot be carried out due to government regulations regarding PPKM (Imposing Restrictions on Community Activities), resulting in restrictions on all community activities.

The impact of Covid-19 has slowed down the progress of digital transformation. In 2021, President Joko Widodo directed the Ministry of Communication and Information to prepare at least nine million digital talents over the next 15 years to meet the growing human resource needs in the digital sector. (Balitbangsdm.Kominfo.go.id,).

The success of a government agency can be measured by looking at the implementation of the organization's mission in achieving the goals and objectives that have been set. (Tama, 2017). With this direction, BPSDMP Kominfo Yogyakarta, which is one of the Technical Implementation Units (UPT) of the Badan Libang SDM of the Ministry of Communication and Information Technology of the Republic of Indonesia, which has the responsibility of organizing the Digital Talent Scholarship training program carried out by the Ministry of Communication and Information Technology, rearranges the promotional

strategy carried out to increase the number of participants in the Digital Talent Scholarship (DTS) training program in the following year, namely 2022. The strategy needed by BPSDMP Kominfo Yogyakarta itself must be comprehensive and integrated in order to convey a message thoroughly and consistently to its target.

Cravens (Cravens, 1998), stated that promotional strategy is the planning, implementation and control of communication from an organization to consumers and other targets. A promotional strategy has an important role in placing a product/service in a good position in the eyes of the target audience. The implementation of the Digital Talent Scholarship training program carried out by BPSDMP Kominfo Yogyakarta is carried out in provinces that have been appointed as working areas of BPSDMP Kominfo Yogyakarta, namely the Special Region of Yogyakarta, Central Java Province and Bali Province.

The Special Region of Yogyakarta, known as the city with the nickname "Kota Pelajar," is an ideal location for nurturing digital talents. It is followed by Central Java, which ranks second in internet usage after West Java, with the highest population using the internet (https://digitalent.kominfo.go.id/artikel/sinergisitas-perkuat-sdm-digital-kominfo-luncurkan-dts-2022-di-jateng-150#_Cited_on_31_July_2024). Given the potential of the region, it certainly tightens the competition with competitors engaged in digital resource development. One of them is the Circle start-up which paves the way for non-formal education through a platform for entrepreneurs, and young professionals who utilize their free time to improve themselves (skills), business, and careers (Ferdiansyah & Permana, 2022). There are several educational start-ups that open up opportunities to become digital resource development platforms, such as MySkill, and Dibimbing.id, Digital Skola, and Udemy, Inc. which were quite popular in 2022.

Therefore, to attract the attention of the public, BPSDMP Kominfo Yogyakarta in conducting promotions is carried out offline and online, such as conducting socialization to support the dissemination of information directly with prospective participants and is known to also cooperate with local governments in promotional activities carried out. In further observations made by the author at BPSDMP Kominfo Yogyakarta, the author found that in 2022, based on the annual accumulation of the achievement of Digital Talent Scholarship training participants, BPSDMP Kominfo Yogyakarta managed to experience an increase in participants in the Digital Talent Scholarship (DTS) training program of 6,091 participants when compared to 2021 which was only at 4,000. Moreover, the number obtained in 2022 reached more than the minimum target that must be obtained by BPSDMP Kominfo Yogyakarta, namely 5,000 participants, this was conveyed in an interview by PPK BPSDMP Kominfo Yogyakarta 2022.

Image 1. Accumulated Amount of DTS Training Program 2021 - 2022

Source: Data Internal BPSDMP Kominfo Yogyakarta

In addition, in conducting the Digital Talent Scholarship (DTS) training program, there are at least eight BPSDMP Kominfo spread across Indonesia. Based on the Regulation of the Minister of Communication and Informatics of the Republic of Indonesia Number 3 of 2022 concerning the Organisation and Work Procedures of the Technical Implementation Unit for Human Resource Development and Research in Communication and Informatics. (Balibangsdm.go.id). The eight UPTs are classified into two classes, namely Balai Besar Pengembangan Sumber Daya Manusia dan Penelitian Komunikasi dan Informatika (BBPSDMP Kominfo); and Balai Pengembangan Sumber Daya Manusia dan Penelitian Komunikasi dan Informatika (BPSDMP Kominfo).

Data Name BPSDMP Kominfo and BPSDMP Kominfo

No	Name
1	BBPSDMP Kominfo Makassar
2	BBPSDMP Kominfo Medan
3	BPSDMP Kominfo Yogyakarta
4	BPSDMP Kominfo Jakarta
5	BPSDMP Kominfo Bandung
6	BPSDMP Kominfo Banjarmasin
7	BPSDMP Kominfo Manado
8	BPSDMP Kominfo Surabaya

Table 1

Source: balibangsdm.kominfo.go.id

In the table above, each BPSDMP and BBPSDMP Kominfo has its own working area in running the Digital Talent Scholarship (DTS) training program. However, these working areas are not all the same in BPSDMP Kominfo Yogyakarta itself, there are only three provinces that become working areas and based on further observations made by the author, BPSDMP Kominfo Surabaya and BPSDMP Kominfo Banjarmasin have the same number of working areas. The working areas are:

No	Name	Region
1	BPSDMP Kominfo Yogyakarta	• DIY • Jawa Tengah • Bali
2	BPSDMP Kominfo Surabaya	• Jawa Timur • NTB
3	BPSDMP Kominfo Banjarmasin	• Kalimantan Selatan • Kalimantan Tengah • Kalimantan Timur

Table 2

Source: balibangsdm.kominfo.go.id

The findings that the author found interested the author as well as the reason for choosing research at BPSDMP Kominfo Yogyakarta is what promotional strategies are carried out by BPSDMP Kominfo Yogyakarta in increasing the number of participants of the Digital Talent Scholarship (DTS) training program..

With the increasing competition in the world of human resource training development, institutions and companies must be able to implement effective promotional strategies to attract the attention of participants This is further described in research conducted by Muhammad Fajrul Mushoffi and Supardi (Mushoffi, 2024) about "Strategi promosi dalam meningkatkan jumlah peserta didik di SMA Muhammadiyah 4 Porong" this research is motivated by intense competition in the world of education which encourages schools to implement effective marketing strategies. The research was conducted by analyzing the Marketing Mix (7P) strategy carried out by SMA Muhammadiyah 4 Porong. The results of the research conducted also show that the comprehensive implementation of Marketing Mix (7p) strategies, especially superior program, affordable costs and digital promotions have contributed significantly into attracting prospective students. And it can be concluded that an integrated marketing strategy can be the key to success in increasing the number of students in an educational institution.

The next research conducted by Christine Angela Martha Sahetapy et.al (Sahetapy et al., 2022) on "Strategi Promosi Dalam Meningkatkan Penggunaan Mobile Banking Pada PT. Bank BNI (Persero) Tbk. KCP Timika, Papua" this study used SWOT analysis to determine internal and external factors at PT. Bank BNI (Persero). Tbk Timika, Papua. The results of this study indicate that the strategy adopted by Bank BNI KCP Timika, Papua in

increasing the use of mobile banking is through advertising, sales promotion, personal selling and publicity.

In another study, namely "Strategi Promosi Pada Program Penerimaan Murid Baru (Studi Deskritif Kualitatif Strategi Promosi Humas PP Darul Hijrah Puteri)" Rahma Miftahu (Rahmah, 2019) this research focuses on the promotional strategies implemented by PP Darul Hijrah Puteri's public relations in attracting prospective students. The results of this study found that by implementing the right promotional strategy such as sending santriwati representatives to their previous schools as a way of promotion is the right strategy so that PP Daruh Hijrah Puteri can increase their prospective student registrants.

The research to be conducted has an element of novelty in the form of a promotional strategy that can be used to introduce the Digital Talent Scholarship (DTS) training program, where the training program, although a program promoted by the government, has a number of competitors that also attract the attention of the public by offering training program to develop skills in the digital world. By looking at this programme which is based on the digital world, BPSDMP Kominfo Yogyakarta tries to determine whether the promotional strategy used is a strategy based on target audiences with needs in the digital era.

Based on the background described above, the author is interested in conducting research with the title 'Promotion Strategy of BPSDMP Kominfo Yogyakarta to Increase Participation in the 2022 Digital Talent Scholarship (DTS) Training Program'.

B. PROBLEM STATEMENT

Based on the explanation that has been described in the background above, the problem formulations in this study are:

1. How is the promotional strategy carried out by BPSDM Kominfo on the Digital Talent Scholarship (DTS) training program in 2022?

2. What obstacles and supporting factors are faced in increasing the target participants in the Digital Talent Scholarship (DTS) training program in 2022?

C. RESEARCH OBJECTIVES

The purpose of this research is:

From the formulation of the problem above, the purpose of this study is to describe the promotional strategy of BPSDM Kominfo Yogyakarta in the Digital Talent Scholarship (DTS) training program in 2022 and to find out what obstacles are faced in the promotional activities.

D. RESEARCH BENEFITS

The benefits that can be taken from this research are::

1. Theoretical:

Theoretically, this research can be a new source of reference for scientific studies in the field of Promotion Strategy. And can add insight into the Promotion Strategy, especially in government agencies in accordance with the context discussed by researchers in this study.

2. Practical

From a practical point of view, the results of this study are expected to provide learning about the duties and functions of the promotion team at an institution in realizing a work program or the objectives of an institution / organizations.

E. LITERATURE REVIEW

1. Promotion

A. Definition of Promotion

Promotional activities are defined as activities to communicate identity which includes the advantages and the use value of a product to convince customers and persuade them to use it (Firmansyah, 2020). Promotion is an effort to disseminate information related to a company's product/services in order to expand market reach and increase the use of these products/services. Promotion is essentially one component of the marketing mix which concentrates on efforts to inform, convice and remind consumers about the company' identity and product/ services (Tjiptono, 2015). Meanwhile, according to Kotler & Armstrong (Kotler & Armstrong, 2018) promotion is a form of communication from marketers that informs, persuades, and reminds potential buyers of a product to influence their opinions with the aim of getting a response.

The promotion function in the marketing mix aims to achieve effective communication with each consumer. Promotion is an integral part of the promotion mix, in addition to product, price, and distribution known as the '4Ps', namely product, price, place, and promotion. According to Kotler & Keller (Kotler et al., 2022) The promotion function in the marketing mix aims to achieve effective communication with each

consumer. Promotion is an integral part of the promotion mix, in addition to product, price, and distribution known as the '4Ps', namely product, price, place, and promotion..

B. Social Media Marketing

According to Narottama dan Moniaga (Narottama & Moniaga, 2022), The development of technology (especially the internet) can help consumers and facilitate what is obtained by accessing information quickly and easily. This also applies to the transformation of traditional ways of life to fully online. Social Media Marketing is the use of social media as a promotional medium in the form of products or services. A skill of creating content that is so interesting that it is able to make website visitors learn and be interested in an online product or service that is displayed and offered. (Mileva, 2019).

According to Sugiyama & Andree (Sugiyama & Andree, 2011) with the development of technology around us, there is a marketing communication model that has been successfully developed as well, which is named the AISAS model (Attention, Interest, Search, Action, Share):

a. Attention

Where to make consumers pay attention to a product, service or advert. The application can be in the form of making something that looks unusual or excitding in order to be noticed by the target market.

b. Interest

Conducting a great sale, demonstration, or advert that can create interest in the product. This can be created by creating account content, products, personas, etc. Either functional or emotional interest.

c. Search

In this case, when consumers are interested, they will search to gather information. Nowadays, social media seems to have become a search engine, where around 40% of Generation will search for something on their social media such as Instagram. So the keywords in a content must begin to be considered.

d. Action

Make a special offer with the intention of obtaining a purchase decision. On the other hand, it can also be a conversion in the form of signup, download, register, etc.

e. Share

After the action stage, target adopters will convey information by spreading their experience to others, or by making a comments on impressions on the internet.

2. **Promotion Strategy**

Michael Ray, defines promotion as 'the coordination of all seller-initiated efforts to setup channels of information and persuasion to sell goods and services or promote an idea, Ray in (Morissan, 2015) which means the coordination of all efforts initiated by the seller to build various channels of information and persuasion to sell goods and services or introduce an idea. Strategy is a very important first step for every company, to achieve

goals and objectives. Various activities are carried out by each company to develop creative promotional strategies to increase sales. The promotional strategy aims to communicate the uniqueness, advantages, and benefits of the product to consumers in the promotion process. Kotler & Keller (Kotler et al., 2022), suggest that marketing strategy is an organisational function and a series of processes to create, communicate, and deliver value to customers to manage customer relationships in a profitable way.

Promotion strategy is a form of communication used in marketing activities aimed at informing, persuading or influencing, and reminding target targets about products or services, so that someone can take the actions desired by marketers (Tjiptono, 2015). A promotional strategy is defined as a management plan for a program that includes research, program targets or objectives, determining market target, program planning, implementation methods, determining locations, and organizational communication methods to audiences who are the target market (Cravens & Piercy, 2006). As mentioned earlier, According to (Kotler & Keller, 2009) there are five basic steps in developing an effective communication, namely:

- Identifying Target Audience

    This stage is the stage where the company chooses its target audience, this target audience can be individuals, special or general community groups. If the company has determined market segmentation as well as targeting then the segment becomes the intended target audience. The use of market segmentation is an opportunity that companies must face. Companies that must assess various market segments to then be able to choose which market segmentation and what

kind of market the company will enter. There are four market segmentations that is, demographics Segmentation, geographic, Segmentations, behavioral Segmentations and psychographic segmentations (Kotlerr & Keller, 2012)

- Define Communication Objectives

    The company must determine the purpose of the communication made after being able to know the target audience and its characteristics, and can determine what response is desired. The marketing communicator must know how to move the target to a higher level of buyer readiness, and be able to seek cognitive (attention), effective (interest), and behavioural (action) responses from the target. Communication objectives can aim to create awareness, knowledge, preference, choice, belief, or purchase that will be made by prospective buyers.

- Planning the Message

    Formulating communications to achieve a desired response will involve problem-solving three questions: what to say (message strategy), how to say it (creative strategy), and who should say it (message source).

- Selecting Communication Channels

    The aim is to choose the right media or communication channel to use in informing and conveying messages about the company's goods or services to the target audience. Communicators must choose efficient communication channels to convey messages. Communication channels

consist of two main types, personal and non-personal (Susanto & Kotler, 2001).

1. Personal Channels

    Personal communication channels allow two or more people to communicate face-to-face or by telephone, regular mail, or email. The effectiveness of personal communication comes from personalized presentation and feedback, and includes direct marketing, personal selling, and word of mouth. According to Burson-Marsteller and Roper Starch Worldwide in (Kotler & Keller, 2009) through their study found that one person who has a strong influence in word of mouth tends to influence the purchasing attitudes of two other people, on average. However, in the online world, the circle of influence jumps to eight. Positive information about a company spreads quickly, on the other hand, information about a bad company will spread even faster. Reaching the right people is key in this case

2. Non-personal channels

    Non-personal communication channels are communications aimed at more than one person which include advertising, sales promotion, events and experiences, and public relations. Significant growth has recently occurred through events and experiences. Event marketers who previously preferred to use sporting events, have now used other locations such as art museums, zoos, and ice shows to entertain clients and employees..

- Allocating the Total Promotional Budget

Determining the amount of budget is one that communicators must face to be able to complete marketing activities to target audiences. This budget will also determine a marketing message that is carried out. The determination of this budget can be done by several methods including affordable method, percentage-of-sales method, competitive-party method and objective-and-task method.

3. **Promotional Mix**

According to Kotler & Keller (Kotler & Keller, 2009) There are eight main components in a promotional mix, namely advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth marketing and personal selling. The eight models of the promotion mix are:

A. Advertising

Advertising is a paid form of non-personal presentation and promotion of ideas, goods, or services from a clear sponsor. Advertising can be a cost-efficient method of conveying a message, either to build brand preference or to educate the public. Even when the media is in a challenging state as it is today, quality advertising can still deliver positive results.

In designing an advertising programme, one should always start by identifying the target market and the reasons for buying. Thus, it can make five key decisions known as ",5 M".:

- Mission : What is the purpose of advertising?

- Money: How much budget is available and how should it be allocated across different types of media?

- Message: what should the advertising campaign convey?

- Media: what media should be used?

- Measurement: how will the results be evaluated?

B. Sales Promotion

   Sales Promotion is an important element of a marketing campaign, consisting of various incentive tools. Sales promotion is a marketing activity that provides to added value or incentives to sales people, distributors, or consumers in general that can increase sales figures. In general, according to Morissan (Morissan, 2010), sales promotion activities can be divided into two parts, namely consumer-oriented sales promotion and trade-oriented sales promotion.

   Promotion to consumers is aimed at users or end users of goods and services which include giving coupons, giving product samples, price pots, lucky draws, contests, and so on. The instrument of this kind of promotion can attract consumers to buy so as to increase the value of sales. While trade-oriented promotions are aimed at parties who become marketing intermediates, including retailers, wholesalers and distributors. The promotional instruments can be in the form of assistance and promotion, product price adjustments (price deals), contests, trade shows and so on.

C. Event & Experience

   Being part of moments that have personal relevance in consumers' lives through supported events and experiences can broaden and deepen a company or agency's relationship with the target audience.

   (Kotlerr & Keller, 2012) states that there are a number of reasons for marketers to sponsor events, including:

- To identify a specific target market or lifestyle

- To increase awareness of the company or product and service name

- To create or reinforce the perception of the product image

- To enhance the experience and evoke feelings

- To strengthen the image of the company/organization.

- Express a commitment to the community or social issues

In making the main sponsorship decision, several things need to be considered, namely choosing the right event, designing the optimal sponsorship program and measuring the effect of sponsorship.

D. Public Relations and Publicity

According to Cutlip and Centre in (Suhandang, 2004) public relations is a communication activity and ideas from an institution to its public. Public relations is an activity to establish a good and harmonious relationship between the company and its public to obtain favourable publicity, build a good corporate image, handle or straighten out rumours and stories that develop..

Meanwhile, according to Kotler & Susanto (Susanto & Kotler, 2001), it is explained that public relations has several activities related to its functions, which is as follows:

- Press relations - Presenting news and information about the company in the most positive light.

- Product publicity - Sponsoring efforts to publicise a particular product.

- Corporate communications - Increase understanding of the company through internal and external communications.

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- Lobbying - Negotiating with government agencies to propose or rescind regulations.

- Counselling - Advising company management on public issues and the company's position and image in good times and bad.

E. Direct Marketing

According to Kotler & Armstrong (Kotler & Armstrong, 2012) direct marketing is a promotional tool that deals directly with target audiences. This form of marketing carefully targets the response of the audience to build a long-lasting relationship. Direct marketing is also an attempt to communicate directly with the target audience to generate a response or sales transaction.

Traditionally, direct marketing has not been considered as one of the elements of the promotional mix. However, because direct marketing has become an integral part of the IMC programme that has been implemented by many companies which often involves separate strategies, budgets and goals, it is necessary to include direct marketing as a component of the promotional mix (Belch & Belch, 2015).

As for this marketing can take the form of sending letters (direct mail), company catalogues (mail-order catalogues), promotional sheets (flyers), brochures, video compact disks (VCD), database management (database management), direct sales (direct selling), telemarketing and direct response advertising using various communication channels to consumers either through print media, internet media, or other broadcasting media..

F. Word of mouth marketing

Word of mouth is one of the most important forces in the promotional mix. Word of mouth can be very effective in reaching almost all levels of society because they already have a social network. Social networks in the form of online virtual communities can be an important resource for companies(Kotler & Keller, 2009). Furthermore, according to Kotler & Keller, there are several forms of word-of-mouth communication as follows

1. Social media

   Social media is able to share information in the form of text, images, sound, and video. There are three main tools used in social media, namely online communities and forums, bloggers, and social networks (Facebook, Twitter, YouTube, etc.).

2. Buzz and viral marketing

   Buzz marketing is a gossip or conversation that generates interest, publicity, and relevant information. Whereas viral marketing is a form of message to encourage consumers to talk about a product or service.

3. Leader opinion

   A leader's opinion can influence a person's decision to make a purchase. According to Malcomm Gladwell (Kotler & Keller, 2009) there are three factors that successfully trigger public interest in the leader's opinion as follows:

   - The law of the few

   There are three types of people who help in spreading opinions widely, the first is mavens, namely people who understand about big and small things,

the second is connectors or connectors, namely people who understand how to communicate with people, and the third is salesmen or saleswomen, namely people who have natural persuasive power.

- Stickiness

Ideas or opinions generated must be expressed so that ideas can motivate others to act.

- Strength of context

Some people who are influential in spreading ideas or opinions must be able to control the group or community around them.

G. Personal Selling

Personal selling is direct communication (face-to-face) between the seller and potential customers to introduce a product to potential customers and form customer understanding of the product so that they will then try and buy it. This method has advantages, among others, its operation is more flexible because the seller can observe customer reactions and adjust his approach, the wasted effort can be minimized, interested customers usually buy immediately and the seller can build long-term relationships with his customers. Personal selling activities also have several functions, namely as follows:

a) Prospecting, which is looking for buyers and establishing relationships with them

b) Targeting, which allocates the seller's time scarcity in favour of the buyer

c) Communication, namely providing information about company products to customers.

d) Selling, namely approaching, presenting and demonstrating, overcoming resistance, and selling products to customers

e) Servicing, namely providing various services and services to customers.

f) Informations gathering, namely conducting market research and intelligence.

g) Allocating, namely determining which customers to target

In implementing the promotion mix properly, effective communication is also needed. According to (Kotler & Keller, 2009) there are five basic steps in developing an effective communication, namely:

H. Interactive Marketing

Electronic channels are becoming a new medium to communicate and make online sales to customers directly. The Internet provides opportunities for advertisers and consumers to interact and considerable individualisation. Through interactive marketing, advertisers can send specific messages to consumers that reflect their interests and behaviour.

Unlike traditional forms of marketing communication such as advertising where communication is one-way, interactive media allows users to perform various functions such as receiving and changing information and images, asking questions, answering questions and of course making purchases (Morissan, 2015). Through interactive marketing, advertisers can send specific messages to consumers that reflect their interests and behaviour.

According to Kotler and Keller (Kotler & Keller, 2009) there are a number of forms of interactive marketing that advertisers use to achieve communication and sales objectives, including websites, microsites, paid search ads, display ads, interstitials, internet-only ads and videos, sponsorships, alliances, online communities, e-mail, and mobile marketing.

After going through the planning and implementation stages of the promotional mix, the last stage that must be carried out by the company is measuring the results of the promotion that has been carried out or evaluation. (Cravens, 1998) satates that the promotion strategy includes the promotion planning process, implementation process, and control (evaluation) carried out by companies or agencies to the audience. According to Cravens (Cravens, 1998) the objectives of evaluation activities are:

- Finding new opportunities or avoiding threats.

- Maintaining performance in line with management expectations.

- Solving specific problems

F. RESEARCH METHODOLOGY

1. Types of Research

This research uses a qualitative approach, that focuses on describing situations and events. The data is presented in its natural state, providing a systematic, focused, and accountable explanation to maintain its scientific integrity. (Sugiyono, 2017).

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This type of research is a qualitative descriptive research type. Qualitative descriptive research itself is research that describes the subject and object of research based on facts in the field and the data obtained is in words. This qualitative descriptive research is a method of research in which problem solving is investigated by describing or depicting the condition of the subject or object of research. Efforts to describe these facts at the initial stage are aimed at presenting the symptoms completely in the aspect being investigated, so that the circumstances and conditions are clear. Therefore, the qualitative descriptive method is nothing more than research that is the discovery of simple facts. According to Rahmat (Rakhmat & Idi Subando, 2017) the aim of descriptive research is:

a. Collect detailed actual information that describes existing symptoms

b. Identify problems or check applicable conditions and practices.

c. Make comparisons or evaluations

d. Determine what other people have done in facing the same problem and learn from their experiences to make plans and decisions in the future

Through descriptive qualitative research methods, the results of this research are expected to explain the promotional strategies carried out by BPSDM Kominfo Yogyakarta in the DTS training program, especially in 2022.

2. **Research Location**

This research was conduct at Balai Pengembangan Sumber Daya Manusia dan Penelitian Komunikasi dan Informatika Yogyakarta di Jalan Imogiri Barat No.Km 5, Tanjung, Bangunharjo, Kec. Sewon, Kabupaten Bantul, Daerah Istimewa Yoyakarta.

3. **Research Sources**

This research informant retrieval uses purposive sampling technique. According to Sugiyono (Sugiyono, 2023) purposive sampling is a data source sampling technique with certain considerations. This particular consideration is for example that the person is considered to know the most about the object / social situation under study.

- Primary data sources : data directly obtained from informants through in-depth interviews. Informants are people who are considered to know the problems under study. The form of this data is recorded interviews in audio format, the results of observations, and notes in the field..

The criteria for informants in this study are as follows:

a. Individuals from BPSDM Kominfo Yogyakarta who are directly responsible for the promotional activities of the Digital Talent Scholarship (DTS) program, as well as alumni participants of the Digital Talent Scholarship (DTS) training program. According to these criteria, the informants responsible for the program are:

1. Novian Anata Putra as the head of the BPSDMP Kominfo Yogyakarta promotion team , Inasari Widiyastuti as the promotion team from BPSDM Kominfo Yogyakarta and Maria Dolorosa Kusuma as PPK (Pejabat Pembuat Keputusan) BPSDMP Kominfo Yogyakarta 2022 these informants are the main informants who are very important to obtain accurate and comprehensive information about the research data needed..

2. Two Participants of the BPSDM Kominfo Yogyakarta training, Dea and Dyah.

- Secondary data sources: are data obtained indirectly, namely through archives, documents, literature, newspaper news, brochures, photographs, previous research results and so on which are used to support researchers in analysing problems.

4. Data Collection Techniques

The author uses several data collection techniques in the research, namely:

a. Interviews

Interviews directly with the object of research, such as directly to the head of the promotion team from BPSDM Kominfo Yogyakarta and with the promotion team directly involved in the promotional activities of the Digital Talent Scholarship (DTS) training program from BPSDM Kominfo Yogyakarta. Interview according to (L. J. Moleong, 2018) is defined as a conversation that has a specific purpose between two parties, namely the interviewer who asks the question and the interviewee who provides answers to the question. In this study, structured and in-depth interviews were conducted using research instruments in the form of interview guides containing general guidelines on the interview process and content to ensure that the planned points were covered as a whole.

b. Documentation

Documentation is a technique to find and obtain data about things written (Arikunto, 2012). Documents are a record of events that have passed. Most of the

available data is in the form of letters, diaries, pictures, monumental works, reports, photos or videos and so on (Sugiyono, 2014). Sources of data collection were obtained from researchers in the form of monthly or annual data, promotional activity reports and promotional programme documents carried out by BPSDMP Kominfo Yogyakarta which are relevant to this research. In addition to documentation, it is also accompanied by a literature study which is a reference source of books and notes that are in accordance with the data needed.

5. **Data Analysis Techniques**

Data analysis functioned to simplify the data, so that it could be more easily read and interpreted. The author uses data analysis techniques with interactive models. In this study, qualitative data analysis was carried out, where the data that had been obtained were analysed so that a description could be found regarding the promotional strategies carried out by BPSDM Kominfo Yogyakarta in increasing the number of participants of the Digital Talent Scholarship (DTS) training program in 2022. In this descriptive research, the method used is the analysis of the Miles and Haberman model (Miles et al., 2014) which suggests that activities in qualitative data analysis are carried out interactively and take place continuously until completion, so that the data is saturated. Activities in data analysis, namely data reduction, data display and conclusion drawing / verification or conclusion drawing.

    a. Data Reduction

        Reducing data means summarising, selecting key things, focusing on important things. The data that has been reduced will provide a clearer picture and make it easier for researchers to conduct further data collection. The process is

carried out during data collection, researchers will make a summary which is then verified against data obtained from BPSDM Kominfo Yogyakarta informants or other sources that contain related information. Thus, the data that has been obtained in the field will be analysed by compiling the main things that are considered important for research.

b. Data Presentation

After the data has been reduced, the next process that must be done is data presentation. Miles and Huberman said that in presenting data, presenting narrative text is the most common step to use. After the formulation is obtained, the data is presented systematically based on the facts which are then arranged to get the desired results. The data in this study are in the form of text / writing, images / schemes and organisational structure charts.

c. Conclusion Drawing/Verification

The final step in qualitative analysis that must be done is conclusion drawing. Conclusions are drawn when data collection is complete and conclusions can be drawn, but this step must still be verified based on the results of the reduction and presentation of existing data.

6. **Data Validity Test**

A technique is used to determine the validity of the data used in the study, namely the data source triangulation technique. Triangulation is the most commonly used way to increase validity in qualitative research. Triangulation is a data validity checking technique that utilizes something other than the data to check or compare the data.

Wiliam Wierssma in Sugiyono (Sugiyono, 2017) interprets triangulation in applying for credibility as checking data from various sources in a way, and sharing time. Source triangulation is used to test the credibility of data by checking data that has been obtained through several sources. Based on Moloeng (J. L. Moleong, 2020) Triangulation of data sources also provides the opportunity to do the following things:

a. Assessment of research results was carried out by informants

b. Correct errors by data source.

c. Provide additional information voluntarily.

d. Including informants in the research scene creates an opportunity to summarize as a first step in data analysis.

e. Assess the overall adequacy of the data collected

The triangulation technique used by the researcher is source triangulation, i.e. re-comparing the level of the validity of data and information that has been taken from various sources that are different, that is by comparing the result of the interview by observation, between the information conveyed personally, and comparing the result of the interview with existing documents

7. Systematic Writing

First, chapter is an introduction This chapter contains an overview of the background of the problem, problem formulation, research objectives, research benefits, literature review, research methods and discussion systematics Second chapter as an

overview. This chapter describes the profile, history, vision and mission of BPSDM Kominfo Yogyakarta. Third chapter is a finding and analysis of data containing important points from the activities of BPSDM Kominfo Yogyakarta streatgy promotions on increasing target participant of Digital Talent Scholarship (DTS) in 2022. The last chapter is closing. This chapter aims to conclude from a series of discussions ranging from chapter one to chapter three to make it easier for readers to take the essence of research results and give suggestions.