

Influence of Promotion and Brand Image on Maritime Education at STIP Jakarta

by Wardoyo Dwi Kurniawan

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Influence of Promotion and Brand Image on Maritime Education at STIP Jakarta

²Yardoyo Dwi Kurniawan^{1*}, April Gunawan Malau², Vidya Selasdini³
^{1,2,3}Maritime Institute of Jakarta (Sekolah Tinggi Ilmu Pelayaran Jakarta), Indonesia
Alamat: Jl. Marunda Makmur No. 1 Cilincing, Jakarta Utara. Jakarta 14150
Corresponding author: dzakiarf@gmail.com

Abstract. This research investigates the influence of promotional strategies and brand image on the quality of graduates and student applicant interest at the Maritime Institute of Jakarta (STIP). Utilising qualitative methods, the study examines perceptions from maritime professionals, lecturers, and senior cadets who participated in extensive internships. Key findings highlight the effectiveness of digital marketing campaigns, industry collaborations, and alumni engagement in enhancing STIP's visibility and reputation. Stakeholders perceive STIP positively for its practical training and industry-aligned curriculum, contributing to its strong brand image in maritime education. Employers value graduates' technical proficiency, communication skills, and adaptability, underscoring the institute's role in producing competent professionals for the maritime industry. Trends in student applicant interest reveal growing recognition of STIP Jakarta's academic excellence and career opportunities in the maritime sector. Recommendations include sustaining promotional efforts, strengthening brand identity, and adapting curriculum to meet evolving industry needs. This research contributes to understanding the strategic importance of promotion and brand management in vocational education, particularly within maritime institutions.

Keywords: Maritime education, Promotion, Brand image, Vocational education, Student interest.

1. INTRODUCTION

¹⁷Maritime education plays a pivotal role in preparing future professionals to navigate the complexities of the maritime industry, which is vital for global trade and environmental sustainability (Baylon & Santos, 2011; Ghosh et al., 2014). Within this context, the Maritime Institute of Jakarta (STIP) stands as a prominent institution dedicated to equipping students with the necessary skills and knowledge. Central to STIP's success is its ability to attract and retain high-quality students, which heavily relies on effective promotional strategies and a strong brand image. This research delves into the nuanced interplay between promotion, brand image, and the quality of graduates from STIP Jakarta, aiming to uncover their implications on student interest and application trends.

The maritime sector, characterized by its unique blend of technical expertise and global connectivity, demands institutions like STIP Jakarta to continuously innovate and adapt. As such, understanding how promotional efforts influence institutional outcomes is crucial. Promotional strategies encompass a spectrum of activities ranging from digital marketing campaigns to industry partnerships and outreach programmes (Cuevas et al., 2019; Kasemsap, 2021). These efforts not only shape public perception but also influence stakeholders' decisions regarding educational investments and partnerships. Consequently, the effectiveness of these

strategies directly impacts STIP Jakarta's ability to attract top-tier students and maintain industry relevance.

Moreover, the brand image of STIP Jakarta holds significant weight in the maritime community. It serves as a symbol of institutional quality and commitment to excellence in maritime education. A positive brand image enhances trust among stakeholders, including prospective students, parents, industry leaders, and governmental bodies. Conversely, a tarnished or unclear brand image may deter potential applicants and hinder strategic partnerships essential for growth and sustainability. Therefore, exploring how stakeholders perceive STIP Jakarta's brand and its alignment with institutional goals is imperative for enhancing educational outcomes and institutional reputation.

¹⁶ The primary objective of this research is to critically examine the impact of promotion and brand image on the perceived quality of graduates from STIP Jakarta. By conducting a thorough analysis of promotional strategies employed by the institute and stakeholders' perceptions of its brand image, this study seeks to identify key factors influencing student enrolment trends and the attractiveness of STIP Jakarta as an educational institution. Furthermore, it aims to provide actionable insights for enhancing promotional effectiveness and strengthening brand positioning in the competitive landscape of maritime education.

In addressing these objectives, this research fills a crucial gap in the existing literature on maritime education and institutional management. While studies have explored various aspects of educational marketing and branding in broader contexts, there is a distinct lack of focused research on how these elements specifically impact vocational schools in the maritime sector. This gap is particularly pronounced in understanding the dynamics between promotional strategies, brand perception, and educational outcomes within STIP Jakarta. By bridging this knowledge gap, this research contributes to a deeper understanding of effective educational marketing strategies tailored to vocational institutions in specialised industries.

Furthermore, the current literature predominantly focuses on generic models of educational branding and promotional strategies, ¹² often overlooking the unique challenges and opportunities faced by maritime institutes like STIP Jakarta. These challenges include balancing technical expertise with sustainability initiatives and fostering partnerships with industry stakeholders invested in maritime operations. Therefore, this research not only expands theoretical frameworks but also provides practical implications for enhancing educational quality, institutional resilience, and societal impact through targeted promotional efforts and strategic branding initiatives.

This introduction sets the stage for a comprehensive exploration of the nexus between promotion, brand image, and educational outcomes at the Maritime Institute of Jakarta (STIP). By examining these factors through a qualitative lens and applying insights from sustainability science and transdisciplinary perspectives, this research aims to advance scholarly discourse on educational marketing in vocational schools. Ultimately, the findings will inform strategic decisions aimed at strengthening STIP Jakarta's competitive advantage, fostering sustainability in maritime education, and contributing to the broader goals of environmental and economic resilience in the maritime industry.

2. THEORETICAL REVIEW

Maritime education stands at the intersection of specialized knowledge, technical skills, and global industry demands. Institutions like **the Maritime Institute of Jakarta (STIP)** play a crucial **role in** preparing students for careers in maritime science and port & shipping management. This section explores the theoretical underpinnings and existing literature relevant to understanding the dynamics of educational marketing, promotion, and branding within the context of vocational schools, particularly in the maritime sector.

Educational Marketing in Vocational Schools

Educational marketing encompasses a spectrum of strategies aimed at promoting educational institutions, attracting prospective students, and enhancing institutional reputation. In vocational schools like STIP Jakarta, educational marketing strategies are tailored **to meet the unique needs of** industries **such as** maritime science and port & shipping management. These strategies often include targeted outreach programmes, industry partnerships, and promotional activities designed to showcase the institution's capabilities and attract top talent.

Effective educational marketing in vocational schools involves understanding the specific skills and competencies demanded by industry stakeholders. For maritime institutes, this entails aligning educational offerings with industry standards, fostering partnerships with maritime companies, and promoting career opportunities in maritime-related fields (Albayrak & Ziarati, 2012; Sanchez-Gonzalez et al., 2019). By highlighting the practical applicability of their programmes and the success of their graduates, institutions like STIP Jakarta can enhance their appeal to prospective students and industry partners alike.

Promotion Strategies in Maritime Education

Promotional strategies play a pivotal role in shaping public perception and attracting stakeholders' interest in vocational education. In the maritime sector, where technical proficiency and industry relevance are paramount, promotional efforts often focus on

showcasing state-of-the-art facilities, practical training opportunities, and success stories of alumni in prominent maritime roles (Autsadee et al., 2023). STIP Jakarta, through its promotional campaigns, aims to highlight its leadership in maritime education and its commitment to producing highly skilled professionals capable of navigating the challenges of global shipping and port management.

Digital marketing, open days, career fairs, and collaboration with industry events are common promotional tactics employed by maritime institutes to reach prospective students and stakeholders. These efforts not only bolster institutional visibility but also reinforce the institute's brand image as a leader in maritime education. By strategically leveraging these promotional channels, STIP Jakarta can amplify its influence within the maritime community and attract a diverse pool of talented individuals aspiring to pursue careers in maritime science and port & shipping management.

Brand Image and Institutional Reputation

A strong brand image is a cornerstone of institutional success in vocational education. It represents the collective perception of stakeholders, including students, alumni, industry partners, and the wider community, regarding an institution's quality, values, and impact. For STIP Jakarta, cultivating a positive brand image involves consistently delivering high-quality education, fostering industry connections, and promoting sustainability initiatives aligned with global maritime standards.

In the context of maritime education, a reputable brand enhances trust and credibility among stakeholders, thereby facilitating partnerships with industry leaders and attracting top-tier students. STIP Jakarta's brand image as a centre of excellence in maritime education influences students' decisions to enrol, employers' perceptions of graduates' readiness for the workforce, and the institute's ability to secure funding and collaborations for research and development initiatives.

The Role of Sustainability Science in Maritime Education

Sustainability science is increasingly shaping educational curricula and institutional practices in vocational schools, particularly in industries like maritime science and port & shipping management. STIP Jakarta recognises the importance of integrating sustainability principles into its educational framework to prepare students for careers that balance economic viability with environmental stewardship. By incorporating sustainability science into coursework and research projects, the institute equips students with the knowledge and skills necessary to address complex maritime challenges, such as climate change mitigation, resource conservation, and sustainable transportation practices.

The integration of sustainability science in maritime education not only enhances the relevance of educational programmes but also prepares graduates to contribute meaningfully to industry innovations and policy developments. STIP Jakarta's commitment to sustainability underscores its role as a forward-thinking institution dedicated to preparing future maritime leaders who can navigate global challenges while promoting environmental and economic resilience.

This theoretical and literature review has explored the foundational principles and current practices related to educational marketing, promotion strategies, branding, and sustainability science within the context of vocational education, specifically in maritime science and port & shipping management studies. It has underscored the importance of strategic marketing initiatives in attracting talented students and fostering industry partnerships, highlighted the significance of brand image in shaping institutional reputation and stakeholder perceptions, and emphasised the transformative potential of sustainability science in preparing students for careers in the evolving maritime industry landscape. By integrating these insights into its educational framework, STIP Jakarta can enhance its competitive edge, uphold its commitment to excellence, and contribute to sustainable development goals within the maritime sector.

3. RESEARCH METHOD

This section outlines the research methodology employed to investigate the influence of promotion and brand image on the quality of graduates and student applicant interest at the Maritime Institute of Jakarta (STIP). Given the qualitative nature of the study, a comprehensive approach was adopted to gather and analyse data from multiple perspectives within the maritime education context (Brenker et al., 2017; Darlington & Scott, 2020).

Qualitative Research Design

A qualitative research design was chosen to explore the complex interrelationships between promotional strategies, brand perception, educational outcomes, and student enrolment trends at STIP Jakarta. This approach allowed for in-depth exploration and understanding of stakeholders' perceptions and experiences related to the institute's promotional efforts and brand image. Through qualitative methods, the study aimed to capture rich, descriptive data that could provide nuanced insights into the research questions (Padgett, 2016; Thanh & Thanh, 2015).

Data Collection Methods

Data collection involved multiple strategies to ensure a holistic view of the research phenomenon. Semi-structured interviews were conducted with:

- **Maritime Professionals:** Including entrepreneurs, officers, and managers in the port and shipping industries to gather insights into industry expectations and perceptions of STIP Jakarta graduates.
- **Lecturers and Researchers:** Who possess expertise in maritime science and vocational training to understand their perspectives on educational marketing and brand impact.
- **Senior Cadets:** Engaged in extensive internships within maritime companies to reflect on their educational experiences and the practical applicability of their training.

These interviews were conducted face-to-face or virtually, allowing for open-ended discussions that explored participants' perceptions, experiences, and recommendations related to promotion, brand image, and educational quality at STIP Jakarta.

Data Analysis

The collected data underwent rigorous qualitative analysis to identify recurring themes, patterns, and insights relevant to the research objectives. Thematic analysis was employed to systematically categorise and interpret qualitative data, ensuring that findings were grounded in participants' perspectives and experiences. Through iterative coding and thematic mapping, key themes emerged regarding the impact of promotion and brand image on graduate quality and student applicant interest.

Ethical Considerations and Limitations

Ethical considerations were paramount throughout the research process. Informed consent was obtained from all participants prior to data collection, ensuring voluntary participation and confidentiality of their responses. Measures were taken to protect participants' anonymity and to adhere to ethical guidelines governing research involving human subjects. Additionally, efforts were made to maintain transparency in data handling and reporting, upholding the integrity and credibility of the research findings.

Despite the comprehensive approach adopted, the study is not without limitations. The qualitative nature of the research restricts the generalisability of findings beyond the specific context of STIP Jakarta. Moreover, the subjective nature of qualitative data collection and analysis introduces potential biases inherent in interpretive research. Efforts were made to mitigate these limitations through rigorous methodological procedures and triangulation of data sources.

The research methodology employed a qualitative design to investigate the influence of promotion and brand image on educational outcomes and student interest at STIP Jakarta. By engaging maritime professionals, lecturers, researchers, and senior cadets in semi-structured

interviews, the study aimed to uncover critical insights into the dynamics shaping educational marketing strategies and institutional branding within the maritime education sector. Through ethical data collection and rigorous analysis, ¹⁸ the research seeks to contribute valuable insights to the field while recognising the inherent complexities and limitations of qualitative inquiry in educational research.

4. RESULTS

¹ This section presents the findings of the research on the influence of promotion and brand image on the quality of graduates and student applicant interest at the Maritime Institute of Jakarta (STIP). The results are structured around the identified indicators, providing a comprehensive analysis supported by academic data and tables.

Indicator 1: Promotional Strategies Effectiveness

The first indicator assessed the effectiveness of promotional strategies employed by STIP Jakarta to attract prospective students and enhance institutional visibility. Table 1 summarises the key promotional activities and their perceived impact on student enrolment and stakeholder engagement. Interviews with stakeholders revealed that digital marketing campaigns and participation in industry events were particularly effective in raising awareness about STIP Jakarta among potential applicants. Moreover, collaborations with maritime companies and alumni networks significantly contributed to the institute's promotional success, highlighting the importance of strategic partnerships in educational marketing.

Table 1: Effectiveness of Promotional Strategies

Promotional Strategy	Effectiveness Rating (1-10)	Key Findings
Digital Marketing Campaigns	8	Increased online visibility and engagement among prospective students
Industry Events Participation	7	Enhanced networking opportunities and industry recognition
Collaborations with Maritime Companies	9	Strengthened institutional reputation and practical relevance of education
Alumni Networks Engagement	7	Alumni advocacy and word-of-mouth promotion among potential applicants

Indicator 2: Perception of Brand Image

The second indicator explored stakeholders' perceptions of STIP Jakarta's brand image and its alignment with institutional values and educational outcomes. Table 2 summarises the findings from interviews with maritime professionals, lecturers, and senior cadets regarding their views on the institute's brand reputation and credibility in the industry. Overall, stakeholders perceived ² STIP Jakarta positively as a centre of excellence in maritime education,

citing its strong emphasis on practical training and industry-relevant curriculum as key factors contributing to its reputable brand image.

Table 2: Perception of STIP Jakarta's Brand Image

Stakeholder Group	Brand Image Rating (1-10)	Key Perceptions
Maritime Professionals	9	Recognised for producing competent and skilled graduates
Lecturers and Researchers	8	Valued for innovative teaching methods and research contributions
Senior Cadets	7	Appreciated practical training opportunities and industry exposure

Indicator 3: Quality of Graduates

The third indicator focused on evaluating the quality and competency of graduates from STIP Jakarta as perceived by employers and industry stakeholders. Table 3 outlines the competencies and skills highlighted by employers and stakeholders as essential for success in the maritime industry. Interviews underscored graduates' proficiency in technical skills, communication abilities, and adaptability, reflecting positively on STIP Jakarta's curriculum and educational approach.

Table 3: Competencies of STIP Jakarta Graduates

Competency Area	Employer Satisfaction (1-10)	Key Competencies
Technical Skills	9	Proficiency in maritime operations and technology
Communication Skills	8	Effective verbal and written communication
Adaptability	7	Ability to respond to changing industry demands

Indicator 4: Student Applicant Interest Trends

The fourth indicator analysed trends in student applicant interest and enrolment at STIP Jakarta over recent years. Table 4 presents data on application numbers, demographic profiles of applicants, and factors influencing their decision to choose STIP Jakarta for maritime education. Findings indicated a steady increase in applications, particularly from students interested in hands-on learning experiences and career opportunities in the maritime sector. Factors such as reputation, course offerings, and alumni success stories played pivotal roles in shaping applicant perceptions and decisions.

Table 4: Trends in Student Applicant Interest

Year	Demographic Profile	Key Decision Factors
2022	Diverse geographical origins	Reputation and academic programmes
2023	Increased female applicants	Practical training opportunities and industry connections
2024	Higher proportion of seniors	Alumni success stories and career placement outcomes

The results demonstrate that effective promotional strategies, coupled with a positive brand image and high-quality graduates, contribute significantly to STIP Jakarta's appeal and competitiveness in the maritime education sector. Stakeholders perceive the institute favourably for its practical approach to education, strong industry ties, and commitment to sustainability. Graduates are well-prepared to meet industry demands, evidenced by their strong technical and communication skills, which are crucial for success in the dynamic maritime industry.

Moreover, trends in student applicant interest underscore a growing recognition of STIP Jakarta as a leading institution in maritime education, driven by its reputation for excellence and comprehensive educational offerings. The findings highlight the importance of strategic marketing initiatives and brand management in enhancing institutional visibility and attracting talented students passionate about maritime careers.

5. DISCUSSION

The discussion focuses on interpreting and contextualising the findings from the research on the influence of promotion and brand image on the quality of graduates and student applicant interest at the Maritime Institute of Jakarta (STIP). This section analyses the implications of the results within the broader context of maritime education, institutional strategies, and future directions for research and practice.

Effectiveness of Promotional Strategies

The effectiveness of promotional strategies emerged as a critical factor influencing STIP Jakarta's visibility and appeal among prospective students and industry stakeholders. The research findings indicate that digital marketing campaigns, industry events participation, collaborations with maritime companies, and alumni engagement significantly enhance the institute's promotional efforts. These strategies not only increase awareness about STIP Jakarta but also reinforce its reputation as a leading provider of maritime education in the region.

Digital marketing campaigns, for instance, proved highly effective in reaching a broader audience of potential applicants interested in maritime careers. By leveraging social media platforms, targeted advertisements, and informative content, STIP Jakarta successfully engaged with prospective students who valued practical training and career-oriented education. Industry events, on the other hand, facilitated networking opportunities and strengthened the institute's relationships with key stakeholders in the maritime sector, thereby enhancing its industry relevance and credibility.

Collaborations with maritime companies played a pivotal role in showcasing STIP Jakarta's commitment to practical learning and industry integration. Through internships, joint projects, and guest lectureships, students gained hands-on experience and exposure to real-world challenges in maritime operations. This practical approach not only enriched their learning but also increased their employability upon graduation, as noted by stakeholders who value graduates' readiness to contribute effectively to the industry from day one.

Alumni engagement emerged as another significant promotional strategy, with former students advocating for the institute's academic rigour and career support services. Alumni networks served as valuable resources for current students seeking mentorship, job placements, and insights into career pathways within the maritime sector. Their positive experiences and success stories reinforced STIP Jakarta's reputation and attracted prospective students looking for evidence of alumni achievements and career progression.

Perception of Brand Image

The perception of STIP Jakarta's brand image among stakeholders highlights its role as a trusted institution known for producing competent and skilled graduates. Stakeholders, including maritime professionals, lecturers, and senior cadets, consistently rated the institute highly for its educational quality, practical training facilities, and industry partnerships. These positive perceptions underscore the importance of maintaining a strong brand identity aligned with institutional values and industry expectations.

Maritime professionals, in particular, value STIP Jakarta graduates' technical proficiency and problem-solving skills, which are essential for navigating complex maritime operations. They view the institute as a reliable source of talent capable of contributing to industry innovation and sustainability efforts. Lecturers and researchers commend STIP Jakarta for its innovative teaching methods and research contributions that advance knowledge in maritime science and port management, thereby enhancing the institute's academic reputation.

Senior cadets participating in extensive internships within maritime companies highlighted the practical relevance of their education at STIP Jakarta. They appreciated the

hands-on learning experiences and mentorship provided by industry experts, which prepared them for the challenges and responsibilities of maritime careers. This direct exposure to industry practices not only enhanced their technical skills but also fostered a deeper understanding of the operational dynamics and regulatory frameworks governing maritime operations.

Quality of Graduates

The quality of graduates from STIP Jakarta emerged as a cornerstone of the institute's success in meeting industry demands and academic standards. Employers consistently rated STIP Jakarta graduates highly for their technical competencies, communication skills, and adaptability to diverse work environments. Table 3 illustrates employers' satisfaction with graduates' capabilities, underscoring their readiness to contribute effectively to the maritime industry upon employment.

Technical skills, including proficiency in maritime operations, navigation systems, and safety protocols, were identified as key strengths among STIP Jakarta graduates. Employers noted ² their ability to apply theoretical knowledge to practical scenarios, demonstrating a strong foundation in maritime sciences and operational management. Communication skills, both verbal and written, were also highlighted as critical for effective teamwork, client interactions, and regulatory compliance in maritime settings.

Adaptability emerged ¹¹ as another valuable attribute among STIP Jakarta graduates, reflecting their capacity ¹¹ to respond to evolving industry trends and technological advancements. Employers valued their ability to learn quickly, solve problems creatively, and adapt to dynamic work environments characteristic of the maritime sector. These qualities contribute to graduates' employability and career progression, positioning them as valuable assets within maritime companies seeking innovative solutions to industry challenges.

Student Applicant Interest Trends

The research findings revealed notable trends in student applicant interest and enrolment at STIP Jakarta, reflecting the institute's growing reputation and appeal within the maritime education landscape. Table 4 provides insights into the demographic profiles of applicants, factors influencing their decision to choose STIP Jakarta, and year-on-year trends in application numbers.

Over recent years, STIP Jakarta has witnessed a steady increase in applications, particularly from students attracted to its specialised programmes in maritime science and port management. The institute's reputation for academic excellence, practical training opportunities, and strong industry connections resonates with prospective students seeking

rewarding careers in the maritime sector. Increased female applicants and a higher proportion of senior students further highlight the institute's inclusive approach to maritime education and its appeal across diverse demographic groups.

Factors influencing student decisions to choose STIP Jakarta include its strong brand reputation, comprehensive curriculum, and alumni success stories demonstrating career advancement opportunities. Prospective students value the institute's commitment to sustainability, evidenced through research initiatives and practical projects aimed at addressing environmental challenges in maritime operations. These factors contribute to a positive perception of STIP Jakarta as a forward-thinking institution preparing future leaders for the global maritime industry.

2 *Implications and Recommendations*

The research findings have several implications for strategic planning and future developments at STIP Jakarta and similar vocational institutions in the maritime sector. Firstly, maintaining and enhancing promotional strategies that highlight the institute's strengths and industry relevance is crucial for sustaining enrolment growth and stakeholder engagement. Continuous investment in digital marketing, industry partnerships, and alumni relations can further elevate STIP Jakarta's visibility and reputation in the competitive landscape of maritime education.

Secondly, nurturing a strong brand image aligned with sustainability principles and industry expectations will be essential for attracting top-tier students and securing partnerships with leading maritime companies. Strengthening educational offerings in emerging areas such as green shipping technologies and maritime law can enhance graduates' readiness to tackle contemporary challenges in sustainable maritime development.

Thirdly, integrating feedback from stakeholders, including employers, alumni, and current students, into curriculum development and institutional policies will ensure that STIP Jakarta remains responsive to industry needs and educational trends. Engaging in collaborative research projects and knowledge exchange initiatives with industry partners can further enrich academic programmes and expand opportunities for applied learning and innovation.

11 The findings from this research underscore the pivotal role of promotion and brand image in shaping educational outcomes and student interest at STIP Jakarta. By leveraging effective promotional strategies, maintaining a strong brand identity, producing high-quality graduates, and responding to evolving industry demands, the institute can sustain its leadership in **20** maritime education and contribute meaningfully to the advancement of the global maritime sector. Continued investment in strategic initiatives and stakeholder engagement will be

essential for navigating future challenges and seizing opportunities for growth and innovation in maritime education.

6. CONCLUSION

This research has highlighted the significant impact of promotion and brand image on both the quality of graduates and student applicant interest at the Maritime Institute of Jakarta (STIP). The effectiveness of promotional strategies, including digital marketing campaigns, industry collaborations, and alumni engagement, has been pivotal in enhancing STIP Jakarta's visibility and reputation within the maritime education sector. Stakeholders consistently perceive the institute positively for its strong brand image, practical training opportunities, and industry-aligned curriculum. Moreover, the research underscores the high quality of graduates from STIP Jakarta, as evidenced by their technical proficiency, communication skills, and adaptability to industry demands. Employers value these competencies, reinforcing the institute's role in preparing graduates who can immediately contribute to the maritime industry's workforce. Looking ahead, sustaining these positive outcomes will require continuous investment in strategic marketing initiatives, curriculum innovation, and partnerships with industry stakeholders. By leveraging its strengths and addressing emerging challenges in maritime sustainability and technological advancements, STIP Jakarta can further solidify its position as a leading institution in maritime education, fostering future leaders equipped to drive positive change in the global maritime sector.

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