

ABSTRACT

Name : Reginald

Study Program : Hotel Business Program

Title : *“Observation Role Of PUCA In Marketing Podomoro University”*

Podomoro University Campus Ambassador (PUCA) is representative of Podomoro University students that will help marketing teams in Podomoro University even inside of campus and outside of campus. PUCA is very important because the students who are joined PUCA could give detail information about the faculties, majors, also what they learnt in Podomoro University, especially for those who are interest to study in Podomoro University. These researches discuss about marketing, colleges marketing, definition of campus ambassador, role of campus ambassador in marketing activities, and framework of thinking. The method of this research is qualitative method. In qualitative method there are interview, observation, and documentations. The results of this research will show the general description of Podomoro University, role of PUCA, the effectiveness of PUCA, the contribution of PUCA, observation about PUCA. For the final chapter, will discuss about the conclusions and suggestion about PUCA that tells about PUCA is very effective, has big contributions, and PUCA is very important in introducing Podomoro University to wide community.

Keyword: *PUCA, marketing activities, campus ambassador, Podomoro University*