Socialization of the Scientific Field in the Masters Program in Electronic and Informatics Engineering Education to the Community

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ABSTRACT

An educational institution should raise its name in the public eye (brand awareness). This is must be done to answer the new demands of society, where the scientific dichotomy is becoming more evident and the need for experts in a particular field is increasingly absolute. In the context of commercial institutions, we can see that any company sets aside large funds to work on its company branding with various activities. This kind of activity, of course, also needs to be carried out in educational institutions, although the forms and strategies are different. Efforts to increase brand awareness of the academic community of the Electronic and Informatics Engineering Study Program (PTEI S2) to the public are also continuously carried out. However, this has not been optimal as evidenced by the low public interest in registering for PTEI Masters Study Program. To increase brand awareness, the publication program for the PTEI Masters Study Program to the Community needs to be designed to introduce PTEI Masters Study Programs to the public.

Kata Kunci: *Brand Awareness, socialization program, PTEI S2*