

# **Sospro Development Strategy Based on Cultural Ethnopedagogy to Boost the Attractiveness of Students Entering the Masters Program in Javanese Language Education FBS UNY**

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## **ABSTRACT**

This study aims to describe, develop, and reflect on a socio-cultural development strategy (socialization and promotion) based on cultural ethno-pedagogy to attract new prospective students of S2 Javanese Language Education. This perspective tries to take advantage of creative pedagogy marketing (MPK) to attract the interest of competent masters students. MPK's perspective will open up opportunities to attract prospective undergraduate students who have the potential to continue to master's degree. The method used is educational economic anthropology, to describe the ethnography of the attractiveness of new students to study at Masters in the Java Language Education Study Program. Data were obtained from prospective students, including: (1) Javanese language teachers in Yogyakarta, Central Java, and East Java, (2) S1 graduates (alumni) of Javanese language education both public and private, (3) S1 graduates of Javanese literature who are interested . The ethnographic analysis technique of Educational economics will be applied in this research. This research will produce creative, tough, and attractive socio-technical strategies.

Kata Kunci: *strategy, socialization, promotion and creation*