

## **ABSTRACT**

*The opportunity in Nursery Education Program Diplome-III level is attractive and wide. The need of nurse compares to West Java people about 54.500 and about 7200 nurses in Bogor area. The AL-Ikhlas Nursery Academy Cisarua-Bogor, started the nursery program in academic year 2002/2003. Comparing with the nursery program of other institution it have many weakness and strength. As the anticipation toward the tight competitive situation in finding new students, many marketing communication programs have done. The management predicts that communication programs effects student decision making process. The research dued to analyse the performance of the marketing communication (promotional and non-promotional) program which have been done by The AL-Ikhlas Nursery Academy, and the effects to student candidates decision making process.*

*The research done to 52 students of the third class of the health/nursery high school around Kabupaten Bogor. The result of this research about twenty marketing communication sub-variables and three study decision making, shows the average rating of the promotional and non-promotional is around the middle level (sufficient). The reasearch also shows that marketing communication (promotional and non-promotional) program gives the significant effect of student candidates decision making. The effect point of the promotional marketing communication is 34,6%, and the effect of the non-promotional marketing communication is 51,86%. So, the total effect of the marketing communication is 86,46%.*