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The Effect of the Application of Artificial Intelligence on PMB UPGRIS Promotional Videos Using the Systematic Literature Review Method on the Interest and Motivation of Prospective New Students

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Keywords:
Artificial Intelligence; promotional videos; PMB UPGRIS; student interest; student motivation.

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Abstract

This study aimed to examine the relationship between the application of artificial intelligence (AI) in new student admissions (Penerimaan Mahasiswa Baru, PMB) promotional videos at Universitas PGRI Semarang (UPGRIS) and prospective students' interest and motivation, drawing on findings from the literature and students' perceptions. The study employed a systematic literature review (SLR) supplemented by primary data collected through questionnaires administered to newly enrolled UPGRIS students and secondary data comprising student admission records from 2023 to 2025 and social media analytics from UPGRIS admissions campaigns. The analysis focused on identifying AI applications in promotional video production, evaluating the quality and relevance of promotional content, and examining their associations with students' interest and motivation in choosing UPGRIS. The findings indicated that AI integration in promotional videos contributed to improvements in promotional communication through greater production efficiency, enhanced content creativity, and more relevant information delivery. Students rated the overall quality of promotional videos at an average of 4.03 on a five-point scale, with visual presentation receiving the highest average score of 4.22. These findings suggested that AI-assisted promotional videos had the potential to enhance the quality of digital marketing communication and support the development of prospective students' interest and motivation to enroll at UPGRIS. However, the findings did not establish a direct causal effect of AI integration on students' enrollment decisions.

INTRODUCTION

The advancement of digital technology has brought significant changes to various aspects of society, including university management and institutional communication strategies. The evolving digital environment has encouraged higher education institutions to adopt more adaptive marketing strategies through digital media. Higher education promotional strategies aim not only to disseminate academic information but also to strengthen institutional branding and establish meaningful communication with prospective students (Qurtubi, 2025). Universities are increasingly expected to develop effective promotional strategies that communicate their institutional identity and competitive advantages to the public. The growing use of the internet and social media has encouraged universities to utilize various digital platforms to engage with prospective students. Social media enables institutions to disseminate information widely and interactively through visual content, including photographs and videos,

while strengthening institutional branding and increasing audience engagement (Fauziddin et al., 2025; Junaedi et al., 2025).

Amid increasing competition among higher education institutions, promotional activities have become essential for strengthening institutional image and attracting prospective students. University promotional strategies must extend beyond providing general institutional information to communicating academic strengths, study programs, facilities, campus environments, institutional achievements, and opportunities for student development. Consequently, universities need creative, informative, and audience-oriented communication strategies that reflect the characteristics and information-seeking behaviors of prospective students, particularly those who rely heavily on digital media (Qurtubi, 2025).

Promotional videos have emerged as a widely adopted digital marketing tool among higher education institutions. By integrating visual, auditory, narrative, and animated elements, promotional videos can communicate information engagingly and enhance audience understanding. In higher education marketing, these videos are commonly used to introduce academic programs, campus facilities, student activities, institutional achievements, scholarship opportunities, and admission procedures. Creatively produced and informative videos may increase audience engagement and encourage prospective students to seek additional information about the institutions being promoted (Purnomo & Utami, 2023; Trușcă et al., 2025). The effectiveness of promotional videos depends on several factors, including visual and audio quality, narrative coherence, creative presentation, and the relevance of information to the target audience's needs (Akbari & Jastacia, 2023).

Advancements in digital technology have also transformed promotional video production through the integration of artificial intelligence (AI). Within the creative industries, AI has increasingly been utilized to support digital content production, including concept development, scriptwriting, visual content generation, audio processing, and video editing. These applications can improve production efficiency and enable content creators to respond more effectively to audience preferences (Kitchenham, 2004; Logeswari et al., 2024; Marsusanti et al., 2026; Subadi., 2024). Beyond production assistance, AI technologies can support audience segmentation, user behavior analysis, content personalization, and targeted information delivery in digital marketing strategies. These capabilities enable organizations to develop promotional materials that better align with audience characteristics and information needs, potentially improving the effectiveness and efficiency of marketing communication (Chandra et al., 2025). In higher education, AI-assisted promotional media offer opportunities to produce more creative, adaptive, and audience-relevant content for prospective students who actively engage with digital platforms (Muhammad & Aprianto, 2025; Wirakanda et al., 2026).

Universitas PGRI Semarang (UPGRIS), a private higher education institution in Indonesia, utilizes social media platforms, particularly the official Instagram account for New Student Admissions (Penerimaan Mahasiswa Baru, PMB), to communicate with prospective students. Through promotional videos, UPGRIS disseminates information about academic programs, campus facilities, student activities, institutional achievements, scholarships, and admission procedures. However, prospective students have diverse information needs and considerations when selecting a university. Some prioritize the suitability of academic programs and future career opportunities, whereas others emphasize tuition fees, scholarship

availability, facilities, geographical location, and campus environment. These differences present challenges for admissions administrators in developing promotional content that is visually engaging while providing relevant and comprehensive information tailored to prospective students' preferences.

Within this context, integrating AI into promotional video production offers a potential approach to improving the quality and relevance of higher education marketing communication. AI-assisted technologies can facilitate the development and organization of promotional content based on audience characteristics and information needs. For example, promotional videos targeting students interested in specific academic programs may emphasize curriculum structures and career prospects, whereas content intended for financially conscious applicants may highlight tuition fees, scholarships, and financial assistance opportunities. Accordingly, AI integration extends beyond improving production efficiency and may enhance the relevance and personalization of promotional messages delivered to prospective students.

In addition to generating interest, promotional communication may influence prospective students' motivation during the university selection process. Interest reflects individuals' attention, curiosity, and desire to obtain further information about an institution, whereas motivation involves the internal and external processes that encourage goal-directed behavior. According to self-determination theory, motivation can be understood through different forms of behavioral regulation, particularly intrinsic motivation, extrinsic motivation, and varying degrees of autonomy (Ryan & Deci, 2000). In the context of university selection, prospective students' motivation may be reflected in their willingness to seek additional institutional information, explore academic programs, investigate tuition fees and scholarships, compare universities, consult family members, and initiate admission procedures.

Supporting research data included audience engagement indicators derived from UPGRIS PMB Instagram promotional content between 2023 and 2025, such as views, likes, comments, shares, and saves. Student admission records from the same period also provided contextual information regarding enrollment trends at UPGRIS. However, increases in social media engagement or student enrollment cannot independently establish that AI-assisted promotional videos directly influenced students' university selection decisions. Such decisions involve multiple interacting factors, including academic quality, institutional reputation, program availability, tuition costs, campus facilities, geographical accessibility, scholarship opportunities, family support, and broader social influences (Qurtubi, 2025). Therefore, digital engagement indicators should be interpreted as measures of promotional reach and audience interaction rather than direct evidence of enrollment motivation or causal effects.

The advancement of AI has influenced not only creative industries and digital marketing but also educational management and institutional operations. AI technologies offer opportunities to improve administrative efficiency through data analysis, process automation, and technology-supported service delivery. Nevertheless, successful AI adoption in educational institutions requires appropriate implementation strategies that consider institutional readiness, technological infrastructure, and user needs (Owoc et al., 2021; Rakuasa et al., 2024).

Previous studies have examined AI applications in digital marketing, content production, and promotional media development. Their findings suggest that AI technologies

can improve content production efficiency, facilitate information personalization, enhance visual presentation, and support more effective digital marketing communication (Chandra et al., 2025; Logeswari et al., 2024; Muhammad & Aprianto, 2025). However, empirical research specifically examining the relationship between AI-assisted university promotional videos and prospective students' interest and motivation remains relatively limited. Existing studies have primarily emphasized technological implementation, video production processes, or the general effectiveness of promotional media, with less attention to how AI-assisted promotional content relates to prospective students' information-seeking behavior and university selection processes. This limitation highlights the need for a more comprehensive synthesis of existing evidence, supported by institution-specific data, to clarify the potential contribution of AI-assisted promotional communication to prospective students' interest and motivation.

To address this research gap, the present study employed a systematic literature review (SLR) to identify, evaluate, and synthesize existing research on AI applications in promotional videos and their relationships with prospective students' interest and motivation. The literature synthesis was supplemented by contextual data obtained from questionnaires administered to newly enrolled UPGRIS students, student admission records from 2023 to 2025, UPGRIS PMB Instagram analytics, and interviews with newly enrolled students. These supplementary data were used to contextualize the literature findings and provide insights into the implementation of digital promotional strategies at Universitas PGRI Semarang. Specifically, the study aimed to identify AI applications in UPGRIS PMB promotional videos, evaluate the perceived quality and relevance of promotional content, and examine their relationships with prospective students' interest and motivation. From a practical perspective, the study sought to provide evidence-based recommendations for admissions administrators in developing AI-assisted digital marketing strategies. From a theoretical perspective, it aimed to contribute to the literature on higher education marketing communication by examining the potential role of AI-assisted promotional content in shaping prospective students' perceptions, interest, and motivation. The findings were expected to emphasize the importance of integrating AI technologies into broader institutional communication strategies while recognizing the academic, economic, social, and personal factors influencing university selection decisions.

METHOD

This study employed a systematic literature review (SLR) as the primary research method to identify, evaluate, and synthesize previous studies on the application of artificial intelligence (AI) in higher education promotional videos and its relationship with prospective students' interest and motivation. The SLR approach was selected to ensure a structured and transparent process of literature searching, screening, selection, and synthesis (Çakmak, 2024; Gusenbauer & Gauster, 2025).

The literature synthesis was supplemented by contextual data obtained from UPGRIS student questionnaires, New Student Admissions (Penerimaan Mahasiswa Baru, PMB) records from 2023 to 2025, UPGRIS PMB Instagram analytics, and interviews with newly enrolled students. These supplementary data were used to provide empirical context regarding UPGRIS's digital promotional activities and support the interpretation of the literature review

findings. However, these data served as supplementary evidence rather than the primary basis of the research methodology.

Systematic Literature Review Stages

The implementation of SLR is carried out through several stages, namely the preparation *of Research Questions*, literature search strategies, determination of inclusion and exclusion criteria, article selection, data extraction, and literature analysis and synthesis. These stages are carried out systematically so that the literature used is in accordance with the research focus.

Preparation of Research Questions

The initial stage is carried out by compiling research questions (*Research Question / RQ)* as the basis for the literature search and analysis process. The RQ used is:

1. How is the development of research on the application of *Artificial Intelligence* in university promotional videos?
2. What is the form of AI implementation in the process of creating promotional videos?
3. How does the application of AI in promotional videos affect the interest and motivation of prospective new students?
4. How do the results of the literature synthesis match the conditions of PMB UPGRIS digital promotion based on supporting data?

The RQ is used as a basis for determining literature relevant to the research focus.

Literature Search Strategy

The literature search was conducted using keywords related to the focus of the research, namely:

- *Artificial Intelligence*
- *AI-generated video*
- *Promotional Video*
- *Digital Marketing in Higher Education*
- *University Promotion*
- *Student Intention*
- *Student Motivation*
- *Higher Education Marketing*

Articles are obtained from scientific databases by considering the suitability of the topic and the quality of the research sources. A search strategy is carried out to obtain articles that are relevant to the research question.

Article Selection

Articles obtained from the search process are then selected based on predetermined inclusion and exclusion criteria. The inclusion criteria used include:

a. The article discusses the application of *Artificial Intelligence*.
b. Articles related to video production or digital marketing
c. The article has a connection to higher education or the behavior of prospective students.
d. The article is available in full-text form.

Meanwhile , the exclusion criteria include:

a. articles not related to AI or promotional videos
b. The article has no relation to the context of Education marketing
c. The article is not available in full-text form.

Articles that meet the inclusion criteria and are not included in the exclusion criteria are further used in the literature extraction, analysis, and synthesis stage.

Research Supporting Data

In addition to the results of *the Systematic Literature Review* as the main source, this study uses supporting data to provide an empirical picture of the digital promotion of PMB UPGRIS and strengthen the interpretation of the results of the literature review. The supporting data used include:

Questionnaire data

Questionnaire data was used to obtain an overview of student perceptions of the promotion video of New Student Admissions (PMB) Universitas PGRI Semarang (UPGRIS), as well as the process of forming interest and motivation in choosing a university.

The research respondents are UPGRIS students for the 2023–2025 period who have seen PMB UPGRIS promotional videos through Instagram social media. The number of respondents involved in this study is 354 students. Respondents gave an assessment of the PMB UPGRIS promotional video based on their experience in obtaining information about UPGRIS before registering.$(N = 354)$

The questionnaire data in this study is used as supporting empirical data, not as a substitute for the main method of Systematic Literature Review (SLR). The data is used to provide an overview of the conditions of digital promotion of PMB UPGRIS and strengthen the interpretation of the results of literature synthesis.

The aspects analyzed include:

Student Interest:

a. Attention to promotional videos.
b. Interest in information.
c. desire to seek more information.
d. consideration of choosing UPGRIS.

Student Motivation:

a. encouragement to seek information about UPGRIS.
b. study program.
c. looking for information on tuition fees and scholarships.
d. compare universities.
e. Discuss with family.
f. register.

Motivation in this study is defined as internal and external motivation that directs students to take further action in the college selection process. These actions include searching for information, introduction of study programs, consideration of fees and scholarships, comparison of universities, discussions with families, and decisions to enroll.

New Student Admission Data (PMB)

PMB UPGRIS data for the 2023–2025 period is used to provide an overview of the development of the number of new students during the research period. This data is used as a support to see the development of new student admissions in the context of the implementation of digital promotion strategies.

PMB UPGRIS Instagram Analytics Data

Instagram analytics data is used to describe the audience's level of engagement with published promotional content.

The indicators analyzed include:

a. views.
b. likes.
c. comments.
d. shares.
e. saves.

The indicator is used to see the audience's response and engagement to PMB UPGRIS promotional video content.

New Student Interviews

The interview was conducted to obtain more in-depth information about students' motivation in choosing UPGRIS.

The aspects studied include:

a. reasons for choosing UPGRIS.
b. factors that encourage studying at UPGRIS.
c. advantages of UPGRIS compared to other universities.
d. Study program factors, cost, scholarships, location, facilities, family, and environment.
e. The final reason for registration.

Data Analysis Techniques

Data analysis was carried out by integrating the results of *the Systematic Literature Review* (SLR) with supporting data in the form of questionnaires, interviews, New Student Admission (PMB) data, and PMB UPGRIS Instagram analytics. The analysis was carried out descriptively and interpretively to obtain an overview of the application *of Artificial Intelligence* (AI) in promotional videos and its relationship with the interests and motivations of prospective students. The results of each data source were then compared to strengthen the interpretation of the results of the literature review. Data analysis was carried out through three stages:

Literature Analysis

Questionnaire and interview data were analyzed to obtain an overview of students' perceptions, interests, and motivation in choosing UPGRIS. Questionnaire analysis was carried out descriptively, while interview data was analyzed thematically according to the information obtained from respondents. The results of articles that have passed the selection are analyzed to find patterns regarding:

a. form of AI implementation.
b. the benefits of AI in promotional video production.
c. The Influence of Promotional Videos on the Behavior of Prospective Students.

Questionnaire and Interview Data Analysis

Questionnaire and interview data were analyzed to obtain an overview of students' perceptions, interests, and motivation in choosing UPGRIS. Questionnaire analysis was carried out descriptively, while interview data was analyzed thematically according to the information obtained from respondents.

Questionnaire data were analyzed using descriptive statistics in the form of:

a. distribution of respondents' answers.
b. percentage.
c. interpretation of the tendencies of the answer.

Interview data was analyzed thematically to find the motivational factors of students in choosing UPGRIS.

Data Triangulation

Data triangulation was carried out by comparing the results of the literature synthesis with several research supporting data to see the suitability of previous research findings with the empirical conditions of PMB UPGRIS digital promotion. The data compared included:

a. questionnaire results.
b. Student Motivation Data.
c. Increase in the number of new students.
d. PMB UPGRIS Instagram performance.

The results of the comparison were used to strengthen the interpretation of the research results. Triangulation in this study was not used to prove the causal relationship statistically, but to see the suitability and difference between the SLR results and the real conditions of UPGRIS PMB digital promotion.

RESULTS AND DISCUSSION

Results of Systematic Literature Review on the Application of Artificial Intelligence in College Promotion Videos

The results of the study show that the application of AI in education is not only related to the learning process, but also develops in the management and communication aspects of institutions. AI can help educational organizations in processing information, improving work efficiency, and developing data-based communication strategies (Xiao & Watson, 2019; Yulianti et al., 2023).

Based on the results of the Systematic Literature Review (SLR), previous research shows that Artificial Intelligence (AI) has developed into a supporting technology in digital marketing communication strategies, including in the field of higher education. The SLR process is carried out through the stages of preparing research questions, determining keywords, searching for articles, selection based on inclusion and exclusion criteria, and extraction and synthesis of previous research results (Sihaloho & Napitupulu, 2024).

The results of the literature synthesis show that the application of AI in college promotional videos includes several main aspects, namely script preparation, visual creation, sound processing, video editing, and content personalization based on audience characteristics. The use of AI in the content production process allows the creative process to be more efficient and helps produce content that is more relevant to user needs (Logeswari et al., 2024; Marsusanti et al., 2026).

In the context of digital marketing, AI not only functions as a production automation technology, but also as an analytical tool that can help understand audience behavior, segment markets, and support the personalization of marketing messages (Chandra et al., 2025). This

ability is important in college promotion because prospective students have different information needs, so that general communication approaches are less optimal.

The implementation of Artificial Intelligence in higher education is not only related to the learning process, but also begins to develop in the management and communication aspects of institutions. Owoc et al. (2021) explain that AI provides opportunities to improve the effectiveness of education management through automation and data analysis. In the context of higher education promotion, AI can be used to support the development of digital communication strategies that are more adaptive to user needs (Rakuasa et al., 2024).

However, the results of the study show that AI cannot be positioned as the only factor that determines students' decisions in choosing a university. AI is more appropriately understood as a supporting technology that increases the effectiveness of promotional strategies through improving the quality, creativity, and relevance of content (Muhammad & Aprianto, 2025).

Table 1. The results of the literature synthesis show five main forms of AI application in promotional videos:

Forms of AI Implementation	Role
AI-based scripting	Help generate ideas, concepts, and message structures
Creation of visuals, illustrations, and animations	Improve the visual appeal of the content
AI voice and automatic subtitles	Supports audio quality and information accessibility
AI-based video editing	Speed up the production process
Content personalization	Customize information based on your target audience

The findings suggest that AI has contributed to improving the quality of promotional video production. However, AI cannot be positioned as the only factor that determines the decision of prospective students, but rather as a supporting technology that increases the effectiveness of promotional communication.

Analysis of the Application of Artificial Intelligence in PMB UPGRIS Promotional Video (X)

Based on the results of the literature synthesis, the application of Artificial Intelligence in PMB UPGRIS promotional videos can be analyzed based on five main aspects, namely script preparation, visual creation, voice filling, video editing, and content personalization.

AI in Promotional Script Preparation

AI can help the content planning process through the creation of ideas, narrative structures, and the preparation of promotional messages. In higher education promotion, the right message preparation is important because the information provided must be able to explain the value of the institution, study program, facilities, and campus excellence in an attractive way.

The use of AI in content preparation allows promotion teams to produce various narrative alternatives that can be tailored to the target audience. This supports a marketing communication process that is more adaptive to the needs of prospective students (Chandra et al., 2025).

AI in Visuals, Illustrations, and Animation

Visuals are one of the important elements in promotional videos because they are able to build audience attention and perception. Research by Akbari and Jastacia (2023) explains that the quality of visuals, audio, and creativity of presentation are important factors in the effectiveness of promotional videos.

Through AI technology, the process of creating illustrations, animations, and visual elements can be done more efficiently. This provides an opportunity for universities to produce more interesting promotional content without always having to rely on conventional production processes (Marsusanti et al., 2026).

AI Voice, Auto Subtitles, and Video Editing

The use of AI in voice processing and video editing helps improve the efficiency of digital content production. AI voice technology allows for the automatic creation of voice narrations, while automatic subtitles improve the accessibility of information for audiences.

According to Logeswari et al. (2024), the application of AI in digital content production can help reduce production time and improve the quality of information delivery

AI in Content Personalization

One of the main advantages of AI is its ability to personalize content. In college promotion, personalization can be done by adjusting information based on the needs of prospective students.

In the context of digital marketing, AI's ability to analyze user behavior allows institutions to develop more personalized communication strategies. Content personalization helps organizations deliver information that is more tailored to the needs of the audience, thereby increasing the effectiveness of marketing communications (Chandra et al., 2025; Muhammad & Aprianto, 2025)

For example:

a. Prospective students who are interested in the academic field are given information on the study program.
b. Prospective students who consider the cost are given scholarship information.
c. Prospective students who consider facilities are provided with information about the campus environment.

This approach suggests that AI can support the change of promotional strategies from mass communication to more specific and relevant communication (Wirakanda et al., 2026).

Students' Exposure to the PMB UPGRIS Promotional Video

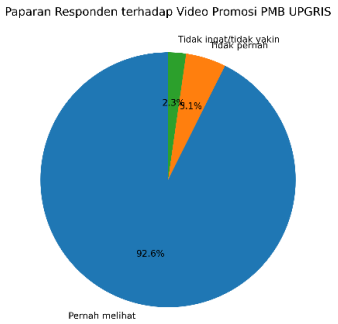


Figure 1. Respondents' Exposure to the UPGRIS PMB Promotional Video

Before analyzing students' perception of the quality of promotional videos, the study first identified the level of exposure of respondents to PMB UPGRIS promotional videos. Based on the results of a questionnaire of 354 respondents (N=354), as many as 92.6% of respondents stated that they had seen PMB UPGRIS promotional videos before registering, while some other respondents stated that they had never seen or did not remember exposure to promotional videos.

As many as 92.6% of respondents stated that they had seen the PMB UPGRIS promotional video, while a small number of respondents stated that they had never seen or did not remember the exposure to the promotional video.

The findings show that promotional videos have a fairly high reach among UPGRIS new students. This high level of exposure is an important basis in understanding how the quality and relevance of promotional videos can affect the perception and decision-making process of prospective students.

These results show that the visual aspect is an important factor in building students' positive perception of promotional videos. This finding is in line with Utami and West Sumatra (2025) who explain that the quality of digital video presentation, content creativity, and the use of social media have an important role in supporting the effectiveness of promotion and strengthening the branding of educational institutions.

Student Perception of the Quality of PMB UPGRIS Promotional Videos

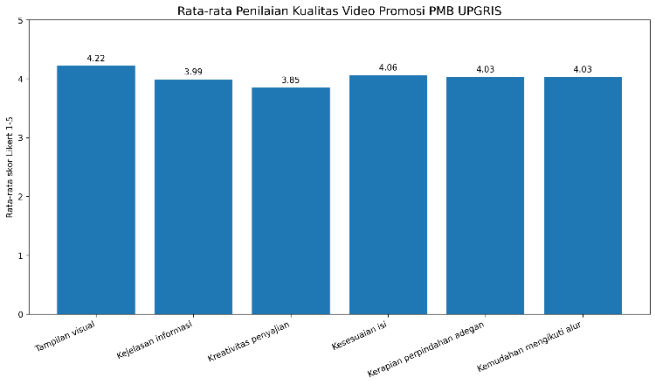


Figure 2. Average Quality Assessment of PMB UPGRIS Promotional Videos

Based on the results of the questionnaire analysis, students' assessment of the quality of the PMB UPGRIS promotional video showed positive results.

The average score of each indicator was in the range of 3.85–4.22 on a scale of 5, which indicates that respondents gave a good rating on the quality of promotional videos.
The details of the assessment show:

Table 2. Source: Primary data from questionnaire results, processed by researchers (2025).

Indicator	Average Score
Visual display	4,22
Ease of following the flow	4,03
Content suitability	4,06
Clarity of information	3,99
Presentation creativity	3,85
Conveying interesting information	4,03

Description: N = 354. 1

Based on these results, the aspect with the highest score was the visual display (4.22). This shows that the visual element is one of the main strengths of the PMB UPGRIS promotional video in attracting the attention of the audience.

Meanwhile, the aspect of presentation creativity obtained a relatively lower score compared to other indicators (3.85). This shows that although promotional videos have been rated well, there is still room for development, especially in concept innovation, the use of creative technology, and a more personalized communication approach. These findings are in line with Akbari and Jastacia (2023) who explain that visual quality, creativity, and information presentation are important factors in the effectiveness of promotional videos.

Comparison of Video Quality, Video Role, and Interest in UPGRIS



Figure 3. Comparison of Video Quality Constructs, Video Roles, and Interest in UPGRIS

Based on the results of questionnaire data processing, an average comparison of scores was obtained from the three main constructs of the research, namely the quality of promotional videos, the role of promotional videos, and student interest in UPGRIS.
The results show:

Table 3. Source: Primary data from questionnaire results, processed by researchers. Number of respondents

Construct	Average Score
Video quality	4,03
Video roles	3,97
Interest in UPGRIS	3,98

Description: N = 354.

The use of social media acts as an initial source of information for prospective students before making a choice of university. The use of visual content through social media can help educational institutions build communication with prospective students and strengthen the image of the university (Junaedi et al., 2025). Third, the constructs obtained an average score close to 4 on a scale of 5. This shows that respondents have a positive perception of the PMB UPGRIS promotional video and show an interest in UPGRIS after obtaining information through the promotional media.

The higher quality of video values compared to other constructs shows that the aspect of content presentation is an important factor in building students' initial experience of college information.

Meanwhile, the interest value for UPGRIS of 3.98 shows that promotional videos play a role in supporting the process of student interest in UPGRIS.

However, these results do not show that promotional videos are the only factor that causes students to choose UPGRIS. Students' decisions are still influenced by other factors such as study programs, fees, scholarships, family, facilities, and campus location

Analysis of the Motivation of Prospective New Students to Choose PGRI Semarang University (Y2)

The motivation of prospective new students in this study is understood as an encouragement that causes students to take follow-up actions after obtaining information about the University of PGRI Semarang. Based on the research instrument, the motivation aspect was analyzed through several indicators, namely the motivation to seek more information about UPGRIS, study the study program, find information on tuition fees and scholarships, compare UPGRIS with other universities, discuss with family or close people, and carry out the registration process.

The results of the study show that students' motivation in choosing UPGRIS is not only formed due to exposure to promotional videos, but through the process of considering various information obtained from digital media and the social environment. This shows that PMB promotional videos play a role as one of the supporting media that helps students obtain initial information about universities, then develops into an encouragement to seek more information and consider higher education options.

Encouragement to Find More Information About UPGRIS

Based on the results of the questionnaire, most students showed an urge to get to know UPGRIS before registering. Students obtain information through various sources, such as social media, the university's official website, family, school, and other digital sources.

The use of digital media as a source of information shows that university communication strategies have changed. Social media allows universities to convey

information more broadly, interactively, and easily accessible to prospective students (Rahmanita et al., 2023).

In the context of this research, PMB UPGRIS promotional video is a form of digital communication that helps students get an initial overview of the university, study programs, facilities, and academic activities. This information then becomes the basis for students to search for further information before making a choice.

Encouragement to Study Study Programs at UPGRIS

The results of the questionnaire analysis showed that the available study programs were one of the factors that most influenced students' decisions in choosing UPGRIS.

The findings show that students' motivation in choosing a college is closely related to the suitability between the study programs offered and their needs, interests, and future plans.

In higher education promotion strategies, information about study programs is an important component because prospective students not only need visually appealing content, but also information that is relevant to their academic goals. Effective promotional videos need to be able to explain the advantages of study programs, learning facilities, student activities, and graduate prospects in order to be able to answer the information needs of prospective students (Utami & West Sumatra, 2025).

Thus, the motivation of students to choose UPGRIS not only arises because they are interested in promotional content, but also because of the compatibility between the information provided and their academic needs.

These results show that students' decisions in choosing a university are a process that involves various considerations, not just based on promotional information. Higher education marketing strategies need to be able to accommodate the information needs of prospective students related to academic, economic, and educational environment aspects (Qurtubi, 2025).

Encouragement to Seek Information on Tuition Fees and Scholarships

In addition to academic factors, the results of the study show that the economic aspect is one of the considerations of students in choosing UPGRIS. The factors of tuition fees and scholarships are factors that students consider before making a decision. This shows that prospective students need complete information about the ability to finance education before registering.

In the context of digital promotion, the delivery of information about fees and scholarships is an important part of building the trust of prospective students. Artificial Intelligence technology can support the presentation of information that is more in line with the needs of the audience through content personalization based on user characteristics and needs (Chandra et al., 2025).

For example, prospective students who have an interest in economic aspects can be directed to content that provides information about scholarship programs, payment schemes, and various educational support facilities.

Encouragement to Compare UPGRIS with Other Universities

Before making a decision, students conduct an evaluation process on various university alternatives. Based on the results of the questionnaire, students consider various aspects such as:

a. study program.

b. education costs.
c. scholarships.
d. campus location.
e. facilities.
f. reputation of the university.
g. family support.

This shows that student decisions are a complex evaluation process. Promotional videos play a role in providing initial information, but the final decision is still influenced by a combination of various internal and external factors.

According to Qurtubi (2025), higher education promotion strategies in the digital era need to pay attention to the information needs of prospective students because the decision to choose a university is not only influenced by the attractiveness of promotion, but also the perception of the quality and value offered by the institution.

Encouragement to Discuss with Family or Close People

The results of the study show that family is one of the factors that also influence students' decisions in choosing UPGRIS. Parental or family advice is one of the factors that many respondents choose as a consideration in determining a university. This shows that higher education decisions are not only individual decisions of students, but are also influenced by the nearest social environment.

Therefore, college promotion strategies need to consider that the promotional audience is not only prospective students, but also families as parties who are often involved in the decision-making process.

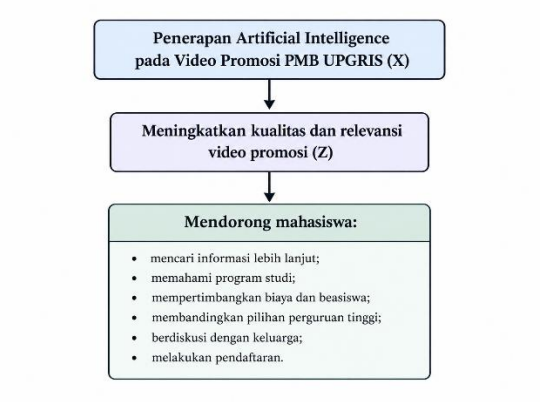
Encouragement to Register at UPGRIS

The final stage of student motivation can be seen from the decision to register after considering various information. Based on the results of the questionnaire, students chose UPGRIS after considering a combination of academic, economic, social, and digital information factors obtained previously.

Thus, PMB UPGRIS promotional videos have a role as a medium that supports the process of forming student motivation through the provision of information that is easy to understand and interesting. However, the final decision of students is still the result of the interaction of various interrelated factors.

The Relationship of Motivation with Research Thinking Framework

Based on the results of the study, the relationship between motivational variables in the framework of thinking can be explained as follows:



Thus, Artificial Intelligence plays a supporting role as a supporting technology that helps improve the quality of promotional communication, while student motivation is formed through a broader information consideration process.

Analysis of UPGRIS PMB Supporting Data 2023–2025

PMB data is used as supporting data to see the development of the number of new UPGRIS students during the research period. This data is not used to prove the cause-and-effect relationship between AI and the increase in new students, but as a context for the implementation of digital promotion strategies (Sihaloho & Napitupulu, 2024).

Table 4. The number of new UPGRIS students has increased every year

Year	Number of New Students	Growth
2023	3.468	-
2024	3.667	5,74%
2025	4.336	18,24%

Based on the table, the number of new UPGRIS students has increased every year. The year 2025 shows the highest increase compared to the previous year. This shows positive developments in UPGRIS PMB activities.

Increased audience engagement through social media shows that visual content has an important role in building digital communication of educational institutions. The use of photos and videos in social media can strengthen institutional branding and improve communication relationships with the target community (Junaedi et al., 2025).

PMB UPGRIS Instagram Performance Analysis

Instagram analytics data was used to see the level of audience engagement with UPGRIS PMB promotional content.

Table 5. The results of the analysis show that PMB UPGRIS's Instagram content performance has increased during the research period

Year	Video	Views	Likes	Comments	Shares	Saves
2023	21	918.892	5.884	34	0	56
2024	67	8.160.552	35.963	820	259	987
2025	40	10.975.903	55.897	860	1.567	656

The results of the analysis show that PMB UPGRIS's Instagram content performance has increased during the research period. The number of views increased from 918,892 in 2023 to 10,975,903 in 2025. An increase also occurred in the likes, comments, and shares indicators that showed an increase in audience interaction with promotional content (Subadi., 2024).

Integration of Research Results

Based on the results of the research, it can be explained that the application of Artificial Intelligence in PMB UPGRIS promotional videos has a conceptual relationship with improving the quality and relevance of promotional content.

AI supports the production process through:

a. manuscript preparation.
b. Content visualization.
c. sound processing.
d. editing.
e. personalization.

Furthermore, the quality of promotional videos plays a role in building:

a. Students' interests through attention, interest, and information searching.
b. Student motivation is through encouragement to study the study program, consider costs, discuss with family, and register.

These results reinforce previous research that AI can be a supporting technology in college digital marketing strategies (Muhammad & Aprianto, 2025; Wirakanda et al., 2026).

CONCLUSION

Based on the findings of the systematic literature review (SLR) examining the application of artificial intelligence (AI) in New Student Admissions (Penerimaan Mahasiswa Baru, PMB) promotional videos at Universitas PGRI Semarang (UPGRIS) and its relationship with prospective students' interest and motivation, this study concluded that AI served as a supporting technology in the development of digital marketing strategies for higher education institutions. The literature synthesis indicated that AI could be integrated into various stages of promotional video production, including scriptwriting, visual content and animation generation, AI-assisted voice synthesis, automated subtitle generation, video editing, and content personalization based on target audience characteristics. These applications offered opportunities for universities to develop promotional content that was more creative, efficient, and relevant to prospective students' information needs.

The findings suggested that AI-assisted promotional video production had the potential to enhance the quality and relevance of UPGRIS PMB promotional content by facilitating more engaging and accessible information delivery. Based on questionnaire responses from 354 participants (N = 354), approximately 92.6% reported having watched UPGRIS PMB promotional videos before registering. This finding indicated a high level of exposure to promotional videos among newly enrolled students. Furthermore, respondents rated the overall quality of promotional videos at an average of 4.03 on a five-point scale, reflecting generally positive perceptions of the promotional content.

Regarding promotional video quality, visual presentation received the highest average score of 4.22, whereas presentation creativity received a comparatively lower score of 3.85.

These findings indicated that UPGRIS PMB promotional videos were positively perceived in terms of visual quality and information delivery. Nevertheless, further improvements in conceptual innovation, creative storytelling, and content presentation were needed to enhance their appeal and relevance to digitally engaged prospective students.

The analysis of prospective students' interest indicated that promotional videos and social media served as important communication channels through which students became familiar with UPGRIS, accessed institutional information, and considered the university as a potential higher education destination. The interest construct received an average score of 3.98 on a five-point scale, while perceived video quality and the perceived role of promotional videos received average scores of 4.03 and 3.97, respectively. These findings reflected positive student perceptions of promotional videos as sources of information that could support the development of interest in UPGRIS. However, they did not establish a direct causal relationship between exposure to promotional videos and university selection decisions.

In addition to interest, the findings indicated that prospective students' motivation to enroll at UPGRIS was associated with various academic, economic, and social considerations. Academic program availability emerged as the most influential factor reported by respondents, followed by parental or family support, scholarship opportunities, campus location, and tuition fees. These findings suggested that students' enrollment motivation was not determined solely by exposure to promotional content but also reflected their information-seeking behavior, evaluation of educational alternatives, and consideration of individual needs and circumstances.

Supplementary student admission records indicated an increase in newly enrolled UPGRIS students from 3,468 in 2023 to 4,336 in 2025. Similarly, UPGRIS PMB Instagram analytics showed substantial growth in digital content exposure, with recorded impressions increasing from 918,892 in 2023 to 10,975,903 in 2025. These trends indicated an expansion in the reach and visibility of UPGRIS's digital promotional activities during the study period. However, impressions represented content exposure rather than direct evidence of audience engagement, and the available data did not establish whether these increases resulted from AI integration.

The observed increases in student enrollment and social media performance could not be attributed directly to the application of AI in promotional videos. University selection decisions involved multiple interacting factors, including academic quality, program availability, tuition fees, scholarships, campus facilities, geographical location, institutional reputation, family influence, and broader social considerations. Furthermore, the supplementary questionnaire and institutional data provided descriptive and contextual evidence rather than a basis for establishing causal effects.

Overall, the study suggested that integrating AI into UPGRIS PMB promotional video production could strengthen higher education marketing communication by improving production efficiency, supporting content creativity, enhancing information relevance, and potentially encouraging audience engagement. The findings emphasized the importance of combining AI-assisted content development with improvements in promotional video quality and a comprehensive understanding of prospective students' interests and motivations. Such an integrated approach could support the development of more adaptive, audience-centered, and

evidence-informed digital promotional strategies while recognizing that AI integration alone could not explain changes in student enrollment or institutional selection decisions.

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CONFLICT OF INTEREST

The authors state that there is no conflict of interest in the research, writing, or publication of this article.

AUTHOR'S CONTRIBUTION

All authors contributed to the preparation of this article. Author 1 (Afim Rofkhul Roim) played a role in the conceptualization of the research, played a role in data collection and analysis, played a role in the interpretation of the results and the preparation of the manuscript, while the other authors contributed to the review, editing, and final approval of the manuscript.

GENERATIVE ARTIFICIAL INTELLIGENCE USAGE STATEMENT

The author states that no generative artificial intelligence was used in the preparation of this article.

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