

THE EFFECT OF SOCIAL MEDIA USE IN SCHOOL PROMOTION ON THE INCREASE IN REGISTRATION AT MAN 5 CIAMIS

Jamil Nurdin ¹⁾ Jajang Saeful Zaman, S.Kom.I., MM ²⁾
STIE Latifah Mubarakiyah

Abstract

This study aims to analyze the influence of satisfaction and effectiveness of social media on increasing the number of registrants at MAN 5 Ciamis. The background of this study is based on the increasing use of social media as a means of promotion in the education sector, but it is not yet known to what extent it influences prospective students' decisions to register. This study uses a quantitative approach with a survey method and a questionnaire as an instrument. The data analysis technique used is multiple linear regression. The results of the study indicate that the variable of satisfaction with social media (X1) has a positive and significant effect on increasing registrants (Y) with a significance value of 0.011 (<0.05). Meanwhile, the variable of effectiveness of social media (X2) does not show a significant effect, with a significance value of 0.071 (>0.05). These findings indicate that the positive experience of school social media users plays an important role in attracting prospective students. Therefore, schools are advised to improve the quality of content and interaction on social media in order to create higher satisfaction among users.

Keywords : social media, satisfaction, effectiveness, school promotion, increasing enrollment.

INTRODUCTION

In the lives of today's generation, the internet has become an inseparable necessity from everyday life. The internet allows for the rapid exchange of data and information, including in the field of education. One of the great benefits of this technological development is the use of the internet in marketing, especially for school promotion. The use of social media in school promotion has proven effective in introducing the quality, quality, and superior programs of an educational institution to the wider community, especially prospective new students. According to Hakim et al. (2021), the application of digital marketing in educational institutions, including the use of social media, can increase effectiveness in attracting the attention of prospective new students. Social media provides broad access to disseminate relevant and interesting information, so that it can attract the interest of prospective students to continue their education at the school.

MAN 5 Ciamis as one of the leading educational institutions utilizes social media to expand the reach of school promotion. Platforms such as Instagram and Facebook are used to convey information related to leading programs, facilities, student achievements, and extracurricular activities. However, the use of social media in school promotion at MAN 5 Ciamis has not been fully optimized. Haryadi (2022) revealed that the use of social media in

school promotion, especially in the admission of new students (PPDB), greatly influences the increase in the number of applicants. The limited human resources (HR) who are experts in digital marketing and the lack of promotional strategy planning are the main obstacles that need to be overcome. In addition, promotional content that is not interesting enough and the inconsistent publication schedule make the effectiveness of promotion through social media less than optimal. As a result, the potential for increasing the number of applicants cannot be utilized optimally.

Wijayanto & Qana'a (2023) also added that optimizing the use of social media as a school promotion tool can increase the number of new students in a more efficient and effective way. Therefore, strategic steps are needed to maximize the use of social media in school promotion in order to increase interest and the number of registrants at MAN 5 Ciamis.

LITERATURE REVIEW

A. Previous Research

Previous studies have shown the important role of social media in increasing the attractiveness of educational institutions. Wijayanto and Qana'a (2023) found that optimized social media can increase school promotion and achieve new student admission targets. However, these results also depend on the management of interesting and informative content. Haryadi (2022) in his study of SMK Hasanah Pekanbaru City also found that social media, with scheduled content, can expand the reach of school information for the community. In addition, Hakim et al. (2021) identified that digital marketing is effective in increasing the engagement of prospective students and teachers through social media, especially during the COVID-19 pandemic, which limits face-to-face promotions.

Research by Lestari (2020) entitled "Analysis of the Influence of Social Media on Increasing the Interest of New Students at SMA Negeri 1 Surabaya" concluded that the use of social media has a positive effect on increasing the interest of new students. This study uses a quantitative method with multiple linear regression analysis and provides implications for the importance of utilizing social media as an effective promotional strategy for schools. In addition, Sari and Nurdin (2019) in a study entitled "The Influence of Promotion Strategies Through Social Media on Consumer Purchasing Decisions" found that promotional strategies through social media have a significant effect on consumer purchasing decisions, which shows that social media can influence audience behavior in a broader context, including education.

Research conducted by Anon (nd) entitled "Utilization of Social Media in UMKM Product Marketing Strategy" shows that social media can increase visibility, expand marketing reach, and build interactions with consumers, which is relevant in the context of promoting educational institutions as UMKM in the education sector.

B. Theoretical review

1. Social media

According to Mulawarman (2017), social media is a communication tool used in social processes by users to interact with each other and share content. In the context of education, social media plays an important role as a means to disseminate information about programs, activities, and achievements of educational institutions. Social media allows educational institutions to interact directly with prospective students, thereby increasing their involvement and interest in joining. Along with the development of technology, social media has become a very effective means of reaching a wider audience and building a positive image for educational institutions.

2. Promotion

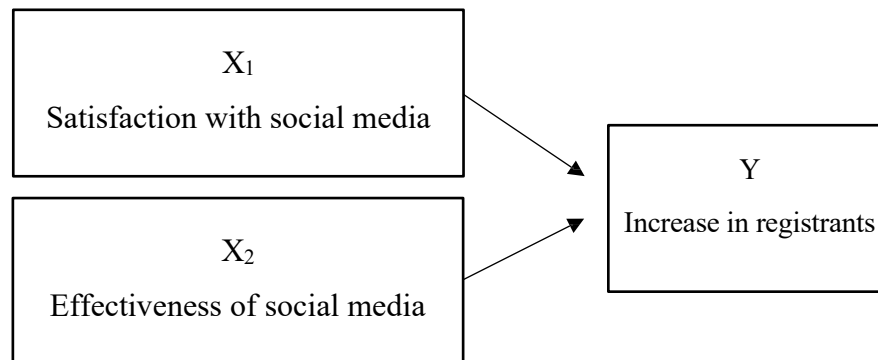
Kotler and Keller (2009) define promotion as a series of activities aimed at increasing audience awareness, interest, and action towards a product or service. In the world of education, promotion plays a very important role in attracting the attention of prospective students and parents. Promotions carried out through social media not only provide information, but also create more intense and personal relationships with the audience, which has the potential to increase conversions into new registrants.

3. Interest

Winkel (2013) stated that interest is a drive within a person to perform certain actions. This interest can be influenced by internal and external motivations that cause a person to pay more attention to things that interest him. Ahmad Susanto explained that interest is a drive within a person that causes interest in an object or activity that is enjoyable. In the context of education, interest in an educational institution can increase the likelihood of prospective students to register and join.

C. Framework

The framework of thought in this study describes the relationship between the use of social media as a promotional tool with the interest of new students. Social media acts as an interactive media that allows the dissemination of information widely, quickly, and efficiently. In the context of MAN 5 Ciamis, social media is used to reach areas that were previously difficult to reach with conventional promotional methods. Good and targeted content management on social media is expected to increase the interest of new students to register at the educational institution.



Picture 1. Framework

- Variables X (*Independent*)

1. Satisfaction against the media social (X₁)
2. Effectiveness media social (X₂)

- Variable Y (*Dependent*)

Increase Registrant.

Study This aiming For know how much big influence Social media as a promotional tool (X) for student interests (Y).

D. Hypothesis Testing

Hypothesis is a temporary assumption of research results based on the formulation of the problem. Based on the literature review and framework of thought, the researcher formulated the following hypothesis:

- **H0:** Satisfaction with social media has a significant effect on increasing registrants.
- **H1:** The effectiveness of social media has a significant effect on increasing registrants.

METHOD

A. Type of Research

The research method used in this study is a quantitative descriptive method. According to I Made Winartha (2006), the quantitative descriptive method aims to analyze, describe, and summarize various conditions or situations based on data collected through observation, interviews, or questionnaires related to the problems being studied.

This method is used to provide a clear picture of the influence of social media as a promotional tool on increasing the interest of new students, using numerical data and statistical analysis.

B. Data collection technique

Data collection was carried out using the following methods:

1. **Observation**

The observation technique was carried out by directly observing the promotional activities carried out by MAN 5 Ciamis through social media, such as Instagram,

Facebook, and WhatsApp, to find out the type of content used, the frequency of uploads, and the interactions that occur.

2. Interviews

Interviews were conducted directly with school officials, such as the PPDB committee, as well as prospective students or parents, in order to obtain in-depth information regarding their perceptions of the use of social media as a promotional tool.

3. Literature review

Literature studies were conducted by collecting references from books, scientific journals, and other related documents that support theories regarding digital promotion, social media, and the interests of new students.

4. Questionnaire

The questionnaire is used as the main instrument to obtain data from respondents. The questionnaire contains closed questions arranged using a Likert scale, with the aim of determining the level of effectiveness of social media and the extent of its influence on the interests of prospective students.

C. Data Analysis Techniques

SPSS (Statistical Product and Service Solutions) software , with the following stages :

1. Validity Test

Validity test is used to find out whether each question item in the questionnaire is able to measure what should be measured. The instrument is declared valid if the calculated r value $>$ r table.

2. Reliability Test

Reliability test is conducted to determine the consistency of the measuring instrument (questionnaire). The questionnaire is declared reliable if the Cronbach's Alpha value \geq 0.6.

3. Simple Linear Regression Analysis

Simple regression analysis is used to determine how much influence social media as a promotional tool (variable X) has on the interest of new students (variable Y). The regression equation is used to show the linear relationship between the two variables.

4. t-Test (Partial)

The t-test is used to determine the significance of the influence of social media on student interests partially.

5. Coefficient of Determination (R^2)

The coefficient of determination is used to measure how much the independent variable contributes to the dependent variable.

RESEARCH RESULT

A. Respondent Data Description

This study was conducted on 40 respondents consisting of students in grades X, XI, and XII at MAN 5 Ciamis. Based on gender data, **55% of respondents were female and 45% were male.**

B. Research Instrument Test Results

1. Validity Test

Validity test was conducted using a significance value of 0.05 and r table of 0.312. The test results showed that all question items in variables X1 (Social Media Satisfaction), X2 (Social Media Effectiveness), and Y (Increase in Registrants) had a **calculated r value > r table** , so they were declared **valid** .

Table 1. Mark Test Validity

No	Question	R Table	R Count	Description (V)
1	X1.1	0.312	0.881	V
	X1.2	0.312	0.858	V
	X1.3	0.312	0.642	V
2	X2.1	0.312	0.901	V
	X2.2	0.312	0.863	V
	X2.3	0.312	0.723	V
3	Y1	0.312	0.934	V
	Y2	0.312	0.891	V
	Y3	0.312	0.797	V

2. Reliability Test

Reliability test was conducted using Cronbach's Alpha value. The results showed that all variables had Cronbach's Alpha value > 0.6, so they were declared reliable and suitable for use as research instruments.

Table 2. Mark Test Reliability

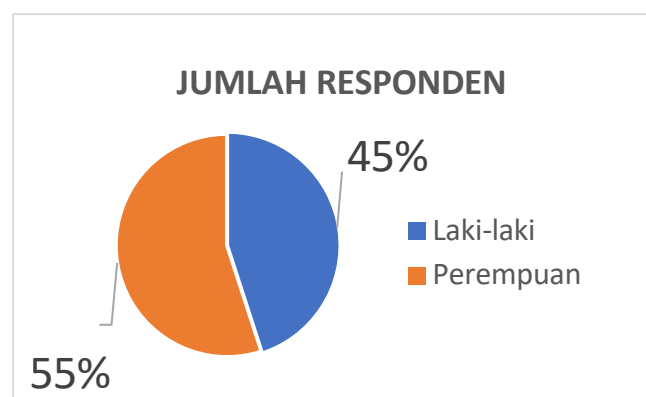
Reliability Statistics	
Cronbach's Alpha	N of Items
,940	9

Table 3. Mark Test Reliability Every Instrument

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	35.05	16,049	,883	,927
X1.2	35.05	16,151	,805	,932
X1.3	34.98	18,794	,486	,947
X2.1	35.08	16,174	,865	,928
X2.2	35.10	16,092	,836	,930
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.3	34.93	18,328	,597	,942
Y1	35.00	16,205	,896	,926
Y2	34.95	16,459	,830	,930
Y3	35.08	17,404	,720	,936

C. Statistical Analysis Results

Based on the analysis results, it was found that there were 40 respondents or sources who filled out the questionnaire, of which 55% were female sources and 45% were male sources. The percentage table is as follows:



Picture 2. Number of Respondents Based on Gender

1. F Test (Simultaneous)

The results of the F test show a significance value of <0.001 (<0.05), which means that the variables **Social Media Satisfaction (X1)** and **Social Media Effectiveness (X2)** simultaneously **have a significant effect on the Increase in Registrants (Y)**.

Table 4. Results Test F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92,752	2	46,376	190,179	$<.001^b$
	Residual	9,023	37	,244		
	Total	101,775	39			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

2. t-Test (Partial)

- **Variable X1 (Satisfaction with Social Media)** has a significance value of $0.011 < 0.05$, meaning **it has a significant effect** on the increase in registrants.
- **Variable X2 (Social Media Effectiveness)** has a significance value of $0.071 > 0.05$, meaning **it does not have a significant effect** on increasing registrants.

Table 5. Results Test T

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,192	,694		-,277	,784
	X1	,608	,228	,566	2,667	,011
	X2	,412	,221	,395	1,859	,071

a. Dependent Variable: Y

DISCUSSION

Based on the results of data analysis obtained from 40 respondents of MAN 5 Ciamis students, it is known that the variable of satisfaction with social media (X1) has a significant effect on the increase in registrants (Y), with a significance value of $0.011 (<0.05)$. This shows that the higher the level of student satisfaction with the use of school social media, the higher the interest of new registrants in the school.

On the other hand, the social media effectiveness variable (X2) did not show a significant effect on increasing registrants, with a significance value of $0.071 (> 0.05)$. This finding indicates that in the context of educational promotion, aspects of satisfaction—including convenience, active interaction, and content quality—have a greater role in attracting prospective students than mere technical effectiveness.

The implications of these findings are important for educational institutions, especially MAN 5 Ciamis, in developing digital promotion strategies. Schools need to pay attention not only to the delivery of information, but also to how to build positive interactions, interesting content, and emotional experiences through social media.

CONCLUSION

Based on the results of the study conducted at MAN 5 Ciamis, it can be concluded that the use of social media as a means of promotion has a significant influence on increasing the number of new registrants. The results of the analysis show that the variable of satisfaction with social media (X1) has a positive and significant influence on increasing the number of registrants (Y), with a significance value of 0.011 (<0.05). This shows that positive perceptions and satisfaction with the content and interactions on school social media can encourage prospective students' interest in registering.

On the other hand, the variable of social media effectiveness (X2) did not show a significant effect on increasing the number of registrants, with a significance value of 0.071 (> 0.05). This finding indicates that although social media is used effectively in conveying information, it is not strong enough to influence prospective students' decisions without a fun and interactive experience.

Thus, the main focus in increasing the number of registrants through social media is to increase user satisfaction, especially in terms of the quality of content, interaction, and digital experience provided by the school.

With the implementation of the right and sustainable strategy, social media can be an effective promotional tool in supporting the increase in the number of registrants at MAN 5 Ciamis.

BIBLIOGRAPHY

Anon. nd “Utilization of Social Media in Marketing UMKM Products in Sidokumpul Village, Gresik Regency | Journal of Communication Science.”

Mr. Gunawan, Josephine Wanda, and Aunty Hermawati. 2018. "Communication Marketing of Candi Resto Restaurant (A Qualitative Descriptive Study of the Marketing Communication Mix of Candi Resto Restaurant in Sukoharjo and Surakarta)." *Sebelas Maret University Surakarta* 10–27.

Hakim, Lukmanul, Indra Nanda, Yuyun Bahtiar, and Jasiah. 2021. “Digital Marketing in Educational Institutions: Understanding, Implementation and Effectiveness.” *Proceedings of the 41st Anniversary National Seminar of Utp Surakarta* 1(01):128–38. doi: 10.36728/semnasutp.v1i01.20.

Haryadi, Octadino. 2022. “Utilization of Social Media as a Means of School Promotion in New Student Admissions (PPDB) at Hasanah Vocational High School,

- Pekanbaru City.” Mejuajua: Journal of Community Service 2(2):72–75. doi: 10.52622/mejuajuaabdimas.v2i2.71.
- Hendrawan, A., Yulianeu, A., Sucahyawati, H., & Indriyani, I. (2018). *Developing MSME Competence with Organizational Learning*. *INOBIIS: Indonesian Journal of Business and Management Innovation*, 1 (4), 489–496 .
- Kamuri, Klaasvakumok Jehezkielomi. 2021. “Analysis of the Role of Digital Content Marketing For Businessman Millennials In City Kupang In Time Covid-19 Pandemic.” *Journal of Management : Small and Medium Enterprises (SMEs)* 14(2):225–38. doi: 10.35508/jom.v14i2.4784.
- Kaplan, Andrew M., and Michael Haenlein. 2010. “Users of the World, Unite! The Challenges and Opportunities of Social Media.” *Business Horizons* 53(1):59–68. doi: 10.1016/j.bushor.2009.09.003.
- Interesting, Deep, Learner Interest, and New Learners. 2024. “Analysis of Social Media Influence As Media Promotion In Interesting Interest New Students.” *Journal of Informatics, Technology and Science (JINTEKS)* 6(2):330–36.
- Subkhi Mahmasani. 2020. “View Metadata, Citation and Similar Papers at Core.Ac.Uk.” 274–82.
- People, Masfi The Prophet. 2019. “No 主観的健康感を中心とした在宅高齢者における健康関析Title.” *Sustainability (Switzerland)* 11(1):1–14.
- Wijayanto, Pikir Wisnu, and Mutia Qana'a. 2023. “Optimizing the Use of Social Media as a School Promotion Tool in Accepting New Students.” *Mahakam Community Service Journal* 7(02):179–93. doi: 10.24903/jam.v7i02.2291.
- Yusuf, MN, & Yulianeu, A. (2022). Energizing organizational learning and organizational performance: human capital theory perspective.