



## Marketing Strategies Through Social Media to Increase the Interest of Prospective Students

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**Abstract:** Marketing strategies through social media have become one of the effective approaches in increasing the interest of prospective students in educational institutions. This study aims to analyze various marketing strategies used by schools or educational institutions through social media, as well as their impact on increasing the interest of prospective students. The research method used is a literature study by examining various journals, books, and articles related to digital marketing, social media, and the education sector. From the results of the study, it was found that the optimal use of social media, such as the use of interesting content, improves the reputation of educational institutions. In addition, social media also plays a role in building trust and closeness with prospective students and parents. The results of this research are expected to provide guidance for educational institutions in designing effective marketing strategies to attract the interest of prospective new students.

**Keywords:** Marketing Strategy, Social Media, Prospective Students.

### Introduction

Education is a process that aims to develop individual potential, improve knowledge, skills, and attitudes, and prepare individuals to play an active role in society (Rahmatika, 2016). According to Pangestika (2024) Education is expected to attract the attention of various levels of society, so the education system in Indonesia needs to be adjusted to the needs of the community so that they understand and are interested in educational services that suit their needs. The success of an educational institution depends on the effectiveness of its marketing program. According to Fradito (2020) Marketing is a series of activities designed to plan and promote a product or service with the aim of meeting consumer needs.

The role of marketing in educational institutions is very important so that it requires a good strategy so that the implementation process runs smoothly. So that the strategy in school marketing is very important to attract prospective new students. Educational services cannot be seen or felt by the public before they buy them or receive the service directly from the education service provider. People also cannot predict the results that will be obtained from education services until they buy them or use the service.

An educational marketing strategy is a carefully designed plan to achieve a specific goal. According to the Great Dictionary of the Indonesian Language (KBBI), a strategy is a mature plan related to activities to achieve specific goals. In the marketing of educational institutions, two important elements are the quality of communication and promotion, as well as the ability to effectively meet the needs and desires of customers in terms of service. A marketing strategy includes a set of goals and policies to achieve optimal results. In educational marketing strategies, promotion plays an important role as a commonly used support tool by schools. Various promotional methods that are often used include the distribution of brochures, pamphlets, advertising on the internet, billboards, banners and others (Utami et al., 2022).



The development of information has entered a new era, where technology and information media have undergone significant changes due to the advancement of digital technology in the industrial era 4.0. One of the aspects that is growing rapidly in this era is social media, which has become an important tool in the advancement of digital technology (Rivki 2023). In the context of school marketing, the use of social media allows educational institutions to promote their programs and services more effectively. Schools can use this platform to communicate directly with prospective students and parents, disseminate important information, and strengthen a positive image. Thus, schools can attract interest and increase the number of new student enrollments.

## Method

The method used in this study is a literature study. Researchers carry out this method by researching several relevant studies related to the topic discussed. The results of the review of various literature will be analyzed and reviewed before reaching a final conclusion. According to Falah & Setiawan (2022) Literature study is a research method used to collect data from pre-existing sources, such as books, articles, and journals. This method is very important in scientific research because it helps researchers understand the theoretical and practical context of the topic being studied.

According to Nurazizah et al., (2023) The study of literature aims to understand social reality by seeing the world according to its actual conditions, not as it should be. Literature study involves searching for theoretical references that are relevant to the problem being researched from various sources such as books, scientific articles, research reports, journals, and previous research results. The result of this study is the collection of relevant references to strengthen the understanding of the problem being studied, as well as as a theoretical basis in designing and implementing studies and research designs. There are three stages in the literature study research process, namely: 1) Searching for the necessary library sources in advance; 2) Collect and review literature materials relevant to the research topic, usually using tools such as bibliographies, namely a list of articles referred to in the form of tables; 3) Presenting the results and discussion of the literature materials that have been collected.

## Results and Discussion

### Educational Marketing Strategies on Social Media

Marketing management is very important for educational institutions, especially with the increasingly fierce competition between schools. Marketing helps educational institutions build a positive image. If a school has a good image in the eyes of the public, it will be easier to face competition. Thus, marketing is a process that needs to be carried out by schools to provide satisfaction to stakeholders and the community. Focusing on stakeholder satisfaction is an important thing that must be implemented by every institution in order to compete effectively (Rivki 2023).

The marketing strategy for educational services can be carried out by the school promoting superior products in the school and introducing its institution to customers according to customer wishes through the bidding process, which is carried out continuously and continuously. The purpose of marketing is to give customers confidence in their trust in their educational institutions, so that in that way it will create customer loyalty to educational institutions (Tihalimah, 2021). According to Nurazizah et al., (2023) This marketing is reflected in the various creative and innovative efforts made by



education providers to highlight the uniqueness and excellence of schools, so that they are increasingly attractive and needed by education service users. To attract prospective students, a marketing strategy is needed that not only offers educational services, but also adjusts the approach to consumer desires and satisfaction. Institutions that want to succeed in the future must be ready to face competition and implement marketing continuously.

According to Ansori (2022) that in the field of education, two concepts of marketing strategies are needed that can be considered, namely: (1) Distinctive competence, which is the action taken by educational institutions in order to be able to carry out better activities than competitors; (2) Competitive advantage, which is a specific activity developed by an educational institution to be superior to its competitors, through a differentiation strategy, namely a competitive advantage caused by the choice of strategies made by educational institutions to seize market opportunities .

A promotional strategy through social media can be a more effective solution than physical brochure distribution, which is considered less efficient and consumes the budget. Social media allows educational institutions to reach a larger audience at a more economical cost. In addition, social media facilitates word of mouth digitally, where positive experiences from learners and parents can be easily shared through platforms such as Instagram, Facebook, and WhatsApp. Content shared on social media also has the potential to go viral, so it can attract the attention of students and the public more effectively (Faizin, 2017).

### **Implementation of Social Media in Increasing Prospective Students**

Student recruitment in formal education management is a routine activity carried out by schools to collect, screen, and place prospective students at the appropriate level and educational path. Even though it is a routine, this process can still face various problems. Therefore, recruitment policies need to be designed in accordance with the concepts and rules that apply in the implementation of Education (Siti Farida et al., 2023). The success or failure of this process has an impact on the management of students in the future. Student recruitment is the initial stage in student management. In the context of education, student recruitment is a major concern, especially in efforts to find and select prospective students who will receive educational services.

Along with the times, educational institutions must utilize two types of media in marketing, namely print media and social media. Social media is used to promote schools because they are more effective and efficient, and they are able to increase interest and attract the attention of more people, including prospective new students and parents. In the recruitment process, the use of social media as a marketing tool in the era of the industrial revolution 4.0 is a very appropriate choice because it can be easily accessed by various groups . Social media, as a new technology, allows us to build relationships with customers more effectively and efficiently and offers great opportunities for marketers. Nowadays, social media plays an important role in business marketing strategies, including in educational marketing. (Neneng Nurmalasari, 2020). Today, sharing information with visitors or followers is no longer the only benefit of using social media for businesses, but it also makes the recognition process much easier than before. Marketers see internet users as the main target, so in the era of the industrial revolution 4.0, social media is a new trend in educational marketing.

According to Habibah (2023) Competition between schools in the world of education is inevitable and is getting more intense every year, especially with the



emergence of many favorite schools. This phenomenon makes less attractive schools likely to be abandoned and neglected. Favorite schools are the top priority of the community in choosing education. For schools that are less in demand, especially at the high school level, the main challenge is how to increase public interest to have an impact on increasing the admission of new students. For this reason, schools need to first identify market needs and realize the importance of marketing through social media, especially in the era of the fast-paced industrial revolution 4.0. Educational marketing strategies are implemented through popular social media platforms such as Facebook, X, Tiktok, Instagram, and YouTube.

According to Shobri et al., (2022) Marketing in the scope of education is increasingly motivating to be more active in promoting their institutions. Various efforts are made to attract the attention of the public to send their children to the desired school. The implementation of social media in increasing the number of prospective students at the school level is an effective strategic step. Through platforms such as Instagram, Facebook, youtube and TikTok, schools can promote various school activities, student achievements, and facilities in an attractive and visual way. Content such as videos of daily activities at school, academic and non-academic achievements of students, and excellent programs owned by schools can arouse the interest of prospective students and parents. In addition, social media allows schools to interact directly with prospective students and parents through comment columns or private messages, giving the impression that the school is responsive and caring about their needs. The use of paid advertising on social media also allows schools to target prospective students accordingly, for example final grade students in elementary school who will go on to the secondary school level. With this strategy, schools can expand their reach, attract more prospective students, and increase a positive image in the eyes of the public.

### **The Impact of Marketing Strategies Through Social Media**

Social media is an innovation in the world of education to promote educational institutions, and many schools have used promotional strategies through social media to attract the interest of prospective new students and the wider community . Especially in the current technological era, educators and education staff must be able to utilize technology as an alternative to promote their schools. According to Joseph (2023) explained that one of the challenges that schools must face is to provide a good image to the community so that it is able to make people feel interested in registering their children in the desired school and this can be done by maximizing the role of social media. Rivki (2023) He added that to do good branding and marketing communication for schools, a good strategy is needed to do it, one of the strategies that can be done is to maximize the role of social media in it.

According to Yusuf & Ni'matul Maula, (2023) that the effective application of social media can produce optimal results The implementation of school marketing strategies through social media in attracting new students shows several significant results: (a); Social media influences the interest of new learners through a variety of factors, including personal and parental interests, as they can monitor all activities in the school through the platform. (b); Social media also plays a role in influencing students' decisions in choosing a school, because marketing through social media is an important consideration in their decisions. (c); School promotion on social media makes it easier to convey information, making it a very effective and efficient tool in marketing, and making it easier for prospective students to get the latest information about the school they choose.



According to Fradito (2020) The impact of marketing strategies and their implications on schools include the following: (a); increasing public trust in educational institutions. This can be seen from the high interest of the public to use educational services, which is marked by the number of parents who register their children every new school year. (b); The number of new students increases every year, which leads to an increase in the number of classes. (c); There is support and cooperation from the community, especially student parents. For example, in every activity held by the school, the student's guardian always provides support. Those who have a certain business or profession often invite students to learn from the experience, or help in activities outside of school by providing transportation, consumption, and others. (d); The commitment and loyalty of the community, especially the parents of students, who continue to use the educational services at the school, show loyalty by registering their children on an ongoing basis.

## Conclusion

Based on the results and discussion of educational marketing strategies through social media, it can be concluded that marketing management in educational institutions is very important in facing increasingly fierce competition between schools. Marketing not only serves to attract prospective students, but also builds a positive image in society, increases stakeholder loyalty and strengthens the school's position in competition. One of the strategies that is considered effective is the use of social media, which offers a more efficient solution than conventional methods such as distributing brochures. Social media allows for the delivery of information with a wider reach and lower cost, as well as facilitating digital word of mouth that strengthens the school's image in the eyes of the public.

The use of social media in student recruitment has also proven to be effective. Schools can promote their excellence, activities, and achievements through popular platforms such as Instagram, Facebook, and TikTok. Attractive visual content is able to increase the interest of prospective students and influence parents' decisions in choosing a school. The positive impact of this marketing strategy through social media includes increased interest in prospective students, ease of access to information, and significant influence on decision-making. In addition, digital marketing also plays a role in increasing public trust in educational institutions, which can be seen from the increasing number of new students every year.

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