

The Influence of Social Media Digital Marketing Analysis on New Student Acceptance in a University

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ABSTRACT (10PT)

Social media affects the way an individual communicates in terms of sharing and delivering information among fellow users. People spend more time looking for information in this area. Social media digital marketing is a new thing that must be considered when carrying out marketing and advertising strategy activities at universities. The phenomenon of the large number of Indonesian people spending time on social media makes universities. Carry out an advertising strategy on this media. The purpose of carrying out this strategy is to increase the number of visitors to the institution's web, increase brand awareness and recognition as well as manage existing consumers as well as increase sales figures. In this study, the researcher intends to analyze the influence of social media digital marketing on the interest of prospective students by taking a phenomenological qualitative approach.

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I. Introduction

Technology and information systems are developing rapidly in line with the times. Information technology is now internet-based so that everything can be accessed anytime and anywhere without limits. Easy access to computers, modernization of countries around the world, and Increasing smartphone utilization has given people the opportunity to use it more frequently use the Internet and get more convenience [1, 10-11]. As is Technological improvements that are happening at this time, universities are utilizing information technology to develop and improve institutional performance. Higher Education must study and use technology and information systems in order to improve the performance of the institution.

Social media also affects the way an individual communicates in terms of how they do the sharing and delivery of information among fellow users. People spend more time looking for information in this area. Marketing Digital social media is a new thing that must be considered when carrying out activities marketing and advertising strategy in Higher Education. Social media refers to a place where content, opinions, viewpoints and media can be directly shared with others. The essence of social media is more about relationships and connections between people and organizations they follow [2,14]. Various places called social media include blogs, Facebook, Twitter, Myspace, Friendster, and other social networking sites make it easy for someone to convey information and communicate with fellow users [3].

Competition between tertiary institutions, both public and private, in attracting prospective students is getting toughed. Based on information retrieved from the Education Data bas Ministry of Research and Higher Education (2019) [4], shows that there are 156 universities in Aceh consisting of 60 Academies, 6 Polytechnics, 84 Colleges, 5 Institutes, 16 Universities and 1



community academy, thus fueling competition between colleges. From In terms of quality, this competitive situation makes each of the universities to compete immediately improve themselves in managing their educational institutions.

In the era of the industrial revolution 4.0, information technology has encouraged the development of marketing disciplines and concepts, one of which is making internet services an option in communicate with stakeholders. Based on data released by the Association of Indonesian Internet Service Users [5], it is stated that internet users aged 15-19 years have the highest penetration (reaching 91%) and those aged 20-24 years achieving penetration of 85.5%. out of a total of 171.17 million Indonesian internet users in 2018. There are many phenomena Indonesian people spend time on social media to make Higher Education carry out advertising strategies on this media. The purpose of carrying out this strategy is to increase the number of visitors to the institutional web, increase brand awareness and recognition and manage existing consumers as well as increase sales figures [6, 12-13]. One thing that must be considered when carrying out advertising activities on social media is the difference in character and behavior in responding to the media, one of which is how trust is built [7]. In this study, the researcher intends to analyze the effect of social media digital marketing on the interest of prospective students by using a qualitative phenomenological approach.

II. The Proposed Method/ Algorithm

The purpose of this research is

- A. Dig deeper into implementing social media digital marketing at Higher Education
- B. Review and analyze previous theories about social media digital marketing and relate them to marketing innovations at Higher Education.

III. Method

This research will fulfill several stages as shown in Figure 1. There are 8 (eight) stages of the procedure in this study,

- a) Stages of Identifying Issues or Research Topics.
At this stage, identification of issues is carried out to obtain information about the selected research topic with the aim of finding problems from marketing phenomena digital social media at the South Aceh Polytechnic
- b) Study of literature
This stage collects supporting data regarding theories supporting research, related research and the methods used to be used as a reference in this research. Understanding of the literature aims to develop a theoretical basis related to conducting research on the concept of digital social media marketing at Higher Education This literature can help researchers from formulating problems to designing research models.
- c) Problem Formulation, Purpose and Contribution
The formulation of the problem is used to become the focus of research, the formulation is done by formulating research questions and setting research objectives so that the research can be directed. Then determine the contribution of research that is used as the development of science, knowledge so that it can be used for further research.
- d) Qualitative Research Design.
This research is qualitative research with an information system review perspective. The reason for using a qualitative approach is because the researcher intends to understand the social situation in depth, find patterns, and explore more broadly the implications of the social media digital marketing phenomenon that is happening in Indonesia. In this approach, the researcher

creates a complex picture, examines words, reports detailed views of respondents, and conducts studies in natural situations. This qualitative research design refers to the theoretical references written by [15-17].

e) Data collection

When viewed in terms of settings, data is collected in natural settings, in an experiment or discussion and so on. When viewed from the data source, data collection can use primary data sources, namely data sources that directly provide data to data collectors and secondary data which are data sources that do not directly provide data to data collectors, or it can be said that secondary data can be obtained through other people or documents. Furthermore, when viewed from the point of view of methods or techniques of data collection, data collection techniques can be carried out with literature reviews (literary studies), observations (observations), interviews (interviews), questionnaires (questions), documentation and combinations thereof.

f) Analysis

Minor propositions are meaningful statements from each major category used in research based on available information. At this stage a conclusion statement is made for each category based on the information obtained in the research. The major proposition is a statement of general conclusions based on the conclusions obtained in the minor proposition. At this stage general conclusions are made based on the minor propositions that have been found in the research.

g) Data Validity

Determining the validity (trustworthiness) of the data requires inspection techniques. The implementation of inspection techniques is based on a number of certain criteria

h) Research Results Report

In this activity, the researcher compiles the results or discussion, the results of the validated data analysis are then taken to answer research questions.

IV. Results and Discussion

There have been several advances that have been made and obtained in the meantime, including that:

- The type of social media used for marketing is adjusted to the character and behavior of these prospective students to address a trust that will be built. It supports research conducted [7].
- With a social media marketing strategy, it can increase the number of visitors to the institution's web, increase brand awareness and manage existing students as well as increase the enrollment rate for prospective students. This supports the research conducted [6].
- Social media is able to improve relations between students and universities, and makes it easier for someone to convey information and communicate with fellow users. This supports the research conducted [2].
- Social media can be used as a tool to positively influence a person or the general public to enhance the reputation of an institution or create an accurate picture of something. This supports the research conducted

The data collection process was carried out by involving 2 participants as informants. The participant subject data is as shown in Table 1.

Table 1. Informant Criteria

Criteria	Age	Working Perode	Information
Informant I	39 Years	10 Years	Chosen based on his track record as a former Deputy Director 1 of the South Aceh Polytechnic. The informant is the person responsible for marketing management at the South Aceh Polytechnic for the last 6 years
Informant I	40 Years	4 Years	Chosen based on the recommendation of the former Deputy Director 1 of the South Aceh Polytechnic as a Head of the General Section who is responsible for target orientation (marketing, branding, client maintenance)

Each informant was given an in-depth interview based on the experience that has been or is being undertaken. Each informant was asked questions about their experiences with the use of social media Facebook, Instagram, YouTube and other social media that had an influence on the research topic. Each statement from the informant will be recorded and picked up in an interview script which will become a reference in determining research results and compared with theories from previous studies.

In this study, researchers proposed a conceptual model based on theoretical studies and initial findings in which user experience (attracting and retaining students) at the South Aceh Polytechnic influences the type of social media used and has an impact on new student admissions. The following is the final research model:

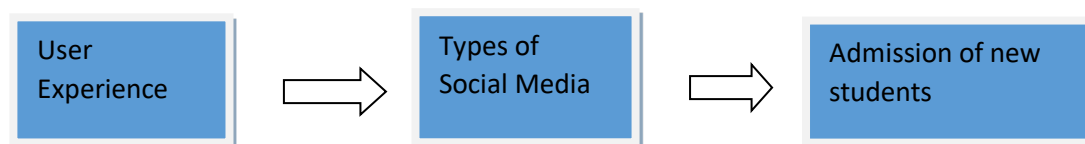


Fig. 1. Final Research Model

V. Conclusion

From the results obtained, the researcher draws a temporary conclusion that this qualitative research with a phenomenological approach is known that the use of social media as a business opportunity in Higher Education marketing determines the type of social media that is in accordance with the character and behavior of prospective students so that it affects the number of new student admissions. In addition to these limitations on the number of samples taken, this research cannot be generalized, so that further research can develop a research model and test this model with a quantitative study.

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