

Social Media Based Marketing Model to Improve School Reputation

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ARTICLE INFO

Article history:

Received August 08, 2023

Revised August 11, 2023

Accepted November 30, 2023

Available online December 25, 2023

Kata Kunci:

"MAS SOLMED", Pemasaran Sekolah, Reputasi

Keywords:

"MAS SOLMED", School Marketing, Reputation



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ABSTRAK

Tidak optimalnya pelaksanaan promi sekolah, serta belum adanya model serta panduan pemasaran sekolah berbasis social media interaktif berdampak pada reputasi sekolah yang kurang. Tujuan penelitian ini yaitu untuk mengembangkan model pemasaran berbasis media sosial interaktif guna meningkatkan reputasi sekolah. Jenis penelitian ini yaitu penelitian pengembangan dengan menggunakan metode campuran (mixed method). Model pengembangan yang digunakan yaitu Borg and Gall. Validasi produk dilakukan oleh yaitu 2 orang ahli IT dan 2 ahli manajemen. Subjek uji coba produk yaitu guru, kariawan, peserta didik maupun wali murid. Metode pengumpulan data dengan wawancara, studi dokumen, angket, observasi dan focus group discussion. Instrument pengumpulan data dengan lembar kuesioner. Teknik analisis data menggunakan analisis deskriptif kualitatif, kuantitatif. Olah data uji coba pengembangan model dengan uji T pada SPSS 21. Hasil penelitian yaitu pengembangan model pemasaran dengan validasi ahli IT 78% pada kategori sangat layak. Penilaian dari Ahli manajemen 90% kategori sangat layak. Hasil uji coba pada subjek penelitian terhadap model dan panduan penggunaannya rata-rata 92% kategori sangat layak. Pada uji efektifitas produk menyatakan bahwa ada pengaruh perlakuan terhadap hasil pada kelompok eksperimen. Disimpulkan bahwa model pemasaran dan buku panduan pemasaran berbasis social media "MAS SOLMED" beserta panduannya dapat digunakan untuk meningkatkan reputasi sekolah. Implikasi penelitian ini yaitu pengembangan model pemasaran dan buku panduan pemasaran berbasis social media "MAS SOLMED" beserta panduannya yang telah dikembangkan dapat digunakan untuk mempertahankan dan meningkatkan reputasi sekolah.

ABSTRACT

The non-optimal implementation of school promotions, as well as the lack of interactive social media-based school marketing models and guidelines, have an impact on the school's poor reputation. This research aims to develop an interactive social media-based marketing model to improve the school's reputation. This type of research is development research using mixed methods. The development model used is Borg and Gall. Product validation was carried out by 2 IT experts and two management experts. The product trial subjects are teachers, employees, students and parents. Data collection methods include interviews, document studies, questionnaires, observations and focus group discussions. Data collection instrument with questionnaire sheet. Data analysis techniques use qualitative and quantitative descriptive analysis. Process the model effectiveness trial data using the T-test on SPSS 21. The results of the research are the development of a marketing model with IT expert validation of 78% in the very feasible category. Assessment from management experts 90% is a very worthy category. The results of trials on research subjects regarding the model and guidelines for its use averaged 92% in the very feasible category. The product effectiveness test stated that treatment influenced the results in the experimental group. It was concluded that the social media-based marketing model and marketing guidebook "MAS SOLMED" and its guidelines could be used to improve the school's reputation. The implication of this research is that the development of a social media-based marketing model and marketing guidebook "MAS SOLMED" along with the guidelines that have been developed can be used to maintain and improve the school's reputation.

1. INTRODUCTION

Marketing management of educational institutions that is not yet optimal means that the school's reputation has not improved. Reputation is not only important but also a necessity for individuals and institutions (Butarbutar & Ismanto, 2022; Turmudi & Fatayati, 2021). The image of an institution is an impression that is deliberately created by a product or service that will give an image, feeling, of the public or society towards that institution (B. Handayani & Ismanto, 2020; Munir, 2018). If the school does not want to change, society will abandon it. Even though public schools are free schools and have strategic locations, they cannot avoid the threat of being abandoned by the community. In this digital era, service offerings with the 7Ps need to be evaluated (B. Handayani & Ismanto, 2020). If a school experiences a decrease in the number of students, this will have a big impact on school management. A strategy is needed that suits community needs (Butarbutar & Ismanto, 2022; B. Handayani & Ismanto, 2020). Strategy to lock in customers by establishing interactive communication from both alumni and the community. The concept of interactive communication is that communication that occurs between two directions is very important. And one of the efforts to survive for schools is to continue to maintain the quality and quantity of students (Margareta et al., 2018; Sartika, 2019). The school tries to improve its image in society by increasing the number of students through marketing mixes.

Previous research findings also reveal that a lack of marketing strategies will have an impact on the lack of students studying at certain schools or institutions (Harwani et al., 2018; Turmudi & Fatayati, 2021). Other research also reveals the importance of a good marketing strategy so that schools can survive (Hattu & Ngabalin, 2023; Jonathan & Iriani, 2021). Results of observations made in at SMK Negeri 1 Tuntang there are several problems regarding the non-optimal implementation of school promotions, the low reputation of the school, and the absence of interactive social media-based school marketing models and guidelines. The marketing management of Tuntang One Roof State Vocational School has not been carried out optimally. Schools market school services by carrying out conventional promotions, namely through brochures and regular outreach to junior high schools approaching the period of accepting new students (PPDB). Existing social media-based marketing does not consistently display information about schools. The school has been around for 9 years, but has not yet gained a positive reputation or image. This can be seen from the slow growth in the number of students, as stated in the student growth chart in the student parent book according to the documentation study. Apart from not having a good reputation, this school is also not fully known by the public. In fact, users of vocational high school education services in the Tuntang District, Semarang Regency come from 17 junior high schools, both public and private. Moreover, state vocational high schools are free schools.

Based on these problems, the real challenge for schools is how to survive. Schools that cannot survive will be replaced by new educational institutions, which continue to develop innovations both in service and marketing (Jonathan & Iriani, 2021; Zulfiah et al., 2023). Marketing science in its development has changed to digital. Shifting form from exclusive to inclusive, technology enables automation and miniaturization which reduces product costs. The internet has changed the paradigm that everything can be seen without the barriers of time, situation and distance (Liu & Sun, 2020; Mershad & Wakim, 2018; Varga, 2020). The concept of customer trust is horizontal from individual to social, it is proven that friends, family, Facebook, follower factors influence customer decisions. With the principle of integrated marketing, where there is coordination between the community, marketing communications, advertising and service marketing activities that suit the needs of the times (Aynie et al., 2021; Marta & William, 2016; Munarsih et al., 2020). Previous findings also reveal that differences in demographic segmentation based on the use of social media show that pupils and students are active users of social media (Erlangga & Amidi, 2019; Handayani et al., 2020).

The solution to maintaining and improving a school's reputation is to use a social media-based marketing model. Digital media is an effective means of increasing promotion and information on educational institutions. Social media includes online media, there are several social media used by Indonesian people, namely, Instagram, WhatsApp, Facebook, Websites, and so on (Hamid & Ismail, 2021; Nurkolis & Muhdi, 2020; Prayoga, 2017). This is in line with research on efforts to innovate marketing strategies for educational services, which reveals that if one of the components offered does not meet the requirements, it will result in less than optimal results (Margareta et al., 2018; Sartika, 2019). Marketing educational services is very important using innovative and different strategies. Conventional methods have begun to be abandoned. For example, the use of brochures also becomes less effective in school marketing. The old marketing model, namely brochures and word of mouth, can still be used, but must be supported by follow-up in accordance with the public's need for speed of information. This is in accordance with research into the development of Word of Mouth school marketing strategies which must still be integrated with optimizing websites as a medium for interactive communication (Hattu & Ngabalin, 2023; Mukhtar, 2017).

Previous research also reveals that proper marketing can increase the number of students attending school (Damayanti et al., 2021; Sartika, 2019). Other findings also state that social media can be used as a marketing strategy (Barcelos et al., 2018; Chawla & Chodak, 2021; Dwivedi et al., 2021). It can be concluded that marketing strategies can be used to improve school reputation. However, there has been no study regarding improving school reputation using a social media-based marketing model. The research product developed is an interactive social media-based school marketing model and a guide called "MAS SOLMED" an acronym for Social Media School Marketing. The guide module book consists of 5 parts. Chapter I Introduction contains the background, aims and objectives, targets, legal basis for the need for an educational marketing model at SMK N Satu Roof Tuntang. Chapter II is a theoretical study that outlines an interactive social media-based marketing model with several examples of social media that are developed and used by society. Chapter III contains guidelines for using social media-based marketing models. Chapter IV contains the use of the interactive social media-based marketing model "MAS SOLMED". Chapter V contains conclusions and suggestions. The management model used is POAC (Planning, Organizing, Actuating and Controlling) (Kustiarini, 2022). POAC is planning, organizing, leading and supervising efforts in an organization. POAC is an organizational effort to achieve goals in an effective and efficient manner (Kustiarini, 2022). Based on this, the aim of this research is to analyze educational service marketing models, obstacles to implementing marketing strategies and, develop an interactive social media-based marketing model to improve school reputation.

2. METHOD

This type of research is Research and Development (R & D) research which is carried out to develop a marketing model for educational services to improve the school's reputation. The development model used is the Borg and Gall model which includes needs analysis, design planning, expert validation, product revision and testing (Sugiyono, 2016). This research uses two data analyzes using mixed methods, both qualitative and quantitative with sequential exploratory. This research was conducted at Tuntang One Roof State Vocational School, Semarang Regency. Product validation was carried out by 2 IT experts and 2 management experts. The product trial subjects are teachers, employees, students and parents to carry out marketing using the school's social media.

The techniques used to collect data relate to the development of an interactive social media-based marketing model to improve the school's reputation using observation techniques, in-depth interviews, focus group discussions (FGD) and questionnaires. Observation activities were carried out by collecting research data through observing and sensing marketing models via the SMK N Satu Atap Tuntang website. This interview is used to find out the experiences or opinions of students, public relations, students and parents regarding effective marketing for schools. The information obtained is expected to be objective from both sides. Documentation studies are carried out to obtain written information from each form of school marketing documentation that has been carried out. The document studied is a school profile book which records the condition of the school. FGD is a data collection method, by discussing with experts and research subjects to find synchronization between needs and the products produced. The instrument used to collect data was a questionnaire sheet. The questionnaire grid is presented in Table 1 and Table 2.

Table 1. The Interview Grid with IT Experts

No	Aspect	Indicator
1	Technical ideas	Ideas for developing social media-based school promotions
2	Technical use	Techniques in school marketing models
3	Account and content views	Eyechating account view Content uploaded to social media
4	Management techniques	Maintenance or model management

Table 2. The Interview Grid With Management Experts

No	Aspect	Indicator
1	Technical	Validation, recommendation and maintenance in marketing models
2	Technical Usefulness	Benefits of the marketing model for schools, principals, public relations, teachers, students and parents

Validation of data obtained by triangulating data and sources, from interviews, observations and questionnaires. This research uses two data analyzes using mixed methods, both qualitative and quantitative with sequential exploratory. So the researcher combined qualitative and quantitative analysis

techniques so that a comprehensive analysis could be obtained to answer the research problem. Qualitative analysis techniques are used to analyze data in the form of input, suggestions, or results of interviews conducted during research. Quantitative analysis techniques are used to analyze data in the form of scores given by experts and teachers regarding interactive social media-based marketing models. To measure the effectiveness of the "MAS SOLMED" marketing model questionnaire, measurements were taken of the validity and reliability of the questionnaire which had been obtained from IT experts, management experts and school residents using the SPSS 21 application. The questions in the questionnaire consisted of 8 questions with interval values of 1-4. Data is declared valid if the correlation value is sig. (2tailed) namely <0.05 . The reliability value is Cronbach's alpha number 0.701. Meanwhile, to assess the effectiveness of use, use the t-test.

3. RESULT AND DISCUSSION

Result

This research aims to analyze educational service marketing models, obstacles to implementing marketing strategies and, develop an interactive social media-based marketing model to improve school reputation using the Borg and Gall model. The results of the analysis are as follows. The first, analyze needs. In this activity, interviews were conducted with research subjects regarding the need for models or strategies in school marketing. The results of the analysis are that the marketing management of Tuntang One Roof State Vocational School has not been carried out optimally. This comes from interviews, observations, document studies and focus group discussions (FGD). Schools market school services by carrying out conventional promotions, namely through brochures and socialization to junior high schools on a regular basis approaching the period for accepting new students (PPDB). Social-based marketing Existing media does not consistently display information about schools. The school has been around for 9 years, but has not yet gained a positive reputation or image. This can be seen from the slow growth in the number of students, as stated in the student growth chart in the student parent book according to the documentation study. Apart from not having a good reputation, this school is also not fully known by the public. In fact, users of vocational high school education services in the Tuntang District, Semarang Regency come from 17 junior high schools, both public and private. Moreover, state vocational high schools are free schools. The most obvious weakness is that there is no effective strategy so that the marketing carried out immediately gets results. School promotions are carried out inconsistently, resulting in the most up-to-date information not being available to educational service users. Some prospective students do not receive complete information about the school's potential. What is the teaching and learning process, activities and infrastructure like at school? They have not received the information they expected from the promotional media that the school has carried out. They are hesitant to attend the One Roof Tuntang State Vocational School. This data was obtained from observations and studies of school main book documents which showed the slow growth in the number of students.

The second, design planning. The planning stage was carried out by studying several literature. In this stage the researcher carried out 1) Designing a marketing model design 2) Creating a design guide as a reference for implementing the marketing model product. A model is defined as an imitation of an actual object, system or event which only contains information that is considered important to study. In general, there are four models, namely, system, mental, verbal and mathematical models. All four are tools for answering questions about various things, efforts or actions. This school social media-based marketing development model must pay attention to and use strategic and technical principles. There are 5 strategies, namely, segmentation, media, content, performance and time (SMKPW). Meanwhile, the technical principles are like, comment, consistent and share (LKKS). This model uses 4 stages of POAC management 1) Planning, namely identifying problems. 2) Organizing both human resources, models, guidelines and the media used. 3) Actuating (Implementation) carrying out trials with strategies and techniques. And 4) Controlling, which includes evaluation activities both of the marketing model and management. In evaluation activities, a control card tool is used which contains evaluation questions regarding the implementation of promotional activities via social media accounts and how to handle obstacles that occur. The following is a chart of the "MAS SOLMED" marketing model. The social media-based marketing model developed with the strategies and techniques in Figure 2 is equipped with a guide. Marketing is carried out using 5 SMKPW strategies and LKKS techniques. This is equipped with a guidebook for implementing the model. This aims to enable users to know the steps for implementing the model and follow-up actions. The development results are presented in [Figure 1](#).



Figure 1. (a) Website Appearance, (b) Model and Marketing Guide "MAS SOLMED"

The guidebook consists of 5 chapters, namely, Chapter I contains background. The introduction explains the background, aims, objectives, benefits and legal basis. Chapter II is a theoretical study containing the function of school marketing, types of media for school marketing and social media-based marketing models "MAS SOLMED". Chapter III describes the social media-based marketing model that was developed. It explains the concepts and principles of the "MAS SOLMED" marketing model. Chapter IV contains guidelines for using the model, managing and controlling the "MAS SOLMED" marketing model. For example, uploading marketing material on social media using school-owned accounts, namely website, WhatsApp, Facebook, and Instagram. The guide also explains the concepts, principles, guidelines for using the model along with a description of the management or maintenance of the marketing model in the form of a Control Card for schools. This card will be held by the school's social media admin. Admin will provide reports to public relations periodically, for example weekly, monthly or semi-annually. The contents of the control card are evaluation material with five questions related to the condition of social media accounts. And Actions are activities carried out by the admin in responding to every condition phenomenon on social media accounts. This control card functions as an internal evaluation from school management as well as input from community responses on social media.

The third, expert validation. This validation test was carried out to assess the effectiveness of developing a social media-based marketing model "MAS SOLMED". The first product validation is carried out by IT experts. The aspects assessed are the systematics of the marketing model, marketing model strategy and techniques for using it. The instrument used is in the form of a questionnaire, with the help of the Google Form application. There are 8 questions, systematics of models, strategies and techniques for use, with a value range of 1-4. From the results of the questionnaire, the percentage of scores from the two IT experts on average showed that the systematic model obtained a percentage of 75%, the model strategy 82% and the technical use 78%. So the average value of the validation percentage from IT experts is 78%, according to the feasibility percentage criteria, it shows that it is very feasible. Meanwhile, from the results of validation by management experts, the assessment questionnaire criteria are technique and usefulness. In terms of technique, the average value of the two experts is 84%. Meanwhile, for the usefulness value, the average percentage of results is 96%. So the overall average of management experts is 90%, which shows the category is very feasible.

The fourth, product revision. In the product revision stage, data is obtained from analysis of expert validation assessment results accompanied by results from group discussion forums (FGD). The FGD activity was attended by IT experts, management experts, research subjects, namely management and teachers of the Tuntang One Roof State Vocational School who produced input for model products and marketing guides based on social media "MAS SOLMED". Input related to technical IT is, first, important the existence of a validation output mechanism after conducting trials. So the revision stage is validated by distributing questionnaires to product users. Second, there is a recommendation to limit the media used, so trials are limited to 4 social media, WhatsApp, Facebook, Instagram and websites. Third, there is a need for maintenance in using the model, so that it not only uploads content but also complies with POAC management. Then follow up by preparing a management plan for the use of the 'MAS SOLMED' marketing model. Input by management experts relates to the need for human resource management in managing

interactive social media-based marketing models. The follow-up action taken was to discuss with the school principal and public relations to provide clear duties in managing school marketing.

The fifth, try it out. The trial carried out in this research was a limited trial carried out on residents of Tuntang One Roof State Vocational School. The trial begins with preparing material or content prepared by the public relations team which will be distributed to the school management WA group which consists of the principal, deputy principal for management, teachers and employees. Then each of them will share it on their social media. Public Relations also shares material on social media using school accounts. Each of them is required to respond with likes and comments. It will be seen that the upload containing school content has been seen by several followers of each school management account. In this trial, what must be considered is social media-based marketing strategies and techniques. In measuring the validity of the use of the "MAS SOLMED" marketing model, testing was carried out using a questionnaire distributed to school principals, deputy principals, administrative coordinators, teachers, students and parents. The test used eight questions related to respondents' opinions regarding understanding of the model and use of the guide. The average feasibility percentage results show 92% in accordance with the feasibility percentage table, so this product is said to be very feasible.

Next, tests were carried out to determine the effectiveness of using the "MAS SOLMED" marketing model, testing both before and after using the marketing model. The test used a questionnaire distributed to 10 respondents consisting of school principals, deputy principals, administrative coordinators, teachers, students and parents. From the test results, normality analysis was obtained using the Kolmogorov Smirnov test. The results of the pretest normality test were 0.056 and the post-test were 0.651. Concluded that the significance value is more than 0.05. This shows that the data is normally distributed. Meanwhile, the bivariate analysis at this stage examined the influence on the results using the paired t test. The results of data analysis showed that there was an influence of treatment on the results in the experimental group, with the significance value of the paired t test results showing ($P = 0.000 < 0.05$).

Discussion

The results of data analysis show that the development of the social media-based marketing model "MAS SOLMED" received very feasible qualifications. This is caused by several factors. First, the development of a social media-based marketing model "MAS SOLMED" received a very worthy qualification because it could improve the school's reputation. One effort to maintain the school's image is to continue to maintain it, namely the quality and quantity of students. Because the image of an institution is one of the dominant factors for society in making decisions about choosing an educational institution for their children (Sartika, 2019; Zulfiah et al., 2023). The research results show that it is important for schools to immediately optimize new marketing methods. One way is by using social media that suits market demographic conditions (Andrew N. Mason, 2021; Barcelos et al., 2018; Hanaysha, 2017). Interview results from school principals and school residents show that the content of marketing materials must be updated. Consistency in uploading material must also be managed so that people can always see the school's existence on social media. Social media has a global reach that can reach various levels of society (Marta & William, 2016; Rahardja et al., 2019). Positive information about a school can quickly spread widely, reaching prospective students, parents, alumni, and communities around the world. In addition, social media platforms allow schools to interact directly with audiences (Constantinides & Stagno, 2011; Itani et al., 2017). This provides an opportunity to answer questions, provide further information, and form personal connections with students and parents, which can improve the school's image.

Second, the development of a social media-based marketing model "MAS SOLMED" received very worthy qualifications because it could maintain the school. In this disruptive era, it is important to change your mindset. If the school does not want to change, society will abandon it (Nurhayati et al., 2021; Purnamasari, 2018). Even though public schools are free schools and have strategic locations, they cannot avoid the threat of being abandoned by the community. If a school experiences a decrease in the number of students, this will have a big impact on school management. This is why a strategy is needed that suits the needs of the community (Jonathan & Iriani, 2021; Zulfiah et al., 2023). The results of the IT expert validation test show that the interactive social media-based marketing development model is feasible. However, this product must be accompanied by management or maintenance that is able to measure success in its implementation. The importance of planning, organizing, actuating and controlling is an organization's efforts to achieve goals in an effective and efficient manner. However, it is also necessary to select social media accounts that suit the target market segmentation. This is in line with additional input from management experts to clearly delegate marketing management tasks (Boko & Sibua Amrin, 2021; Paduppai et al., 2019). The resources involved in marketing activities must be dedicated, for example selecting each admin of the social media account to be responsible for managing the account. This aims to ensure that marketing can run smoothly.

Previous research states that it is very important for schools to increase public trust by continuing to demonstrate their existence (Hattu & Ngabalin, 2023; Sartika, 2019). Previous research also states that using digital means is an effective way of marketing schools in an era of technological progress (Saputra & Fauzi, 2022). Marketing science in its development has changed to digital. Shifting form from exclusive to inclusive, technology enables automation and miniaturization which reduces product costs. The concept of customer trust is horizontal from individual to social, it is proven that friends, family, Facebook, follower factors influence customer decisions. In the era of technological progress and the post-Covid-19 pandemic which has accustomed people to living in the virtual world, schools must show their existence as quickly and as often as possible. The implications of this research are development of a marketing model and social media-based marketing guidebook "MAS SOLMED" along with the guidelines that have been developed can be used for maintain and improve the school's reputation.

4. CONCLUSION

The research results show that the marketing model and marketing guidebook are based on social media "MAS SOLMED" and its guidelines get a very worthy qualification. The results of data analysis also show that there was an effect of treatment on the results in the experimental group. It was concluded that the marketing model and social media-based marketing guidebook "MAS SOLMED" and its guidelines can be used for maintain and improve the school's reputation. The social media-based marketing model and marketing guidebook "MAS SOLMED" can be used as a reference for marketing using social media.

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