ELEMENTARY SCHOOL EDUCATION PROMOTION TECHNIQUES VIA SOCIAL MEDIA

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Abstract

Online-based education in its current application provides opportunities for people to always follow the development of the world of education. The purpose of this information disclosure is so that the public can find out about the educational programs that are carried out in each school in real time. This process certainly requires an effective promotion strategy to introduce the existence and quality of educational institutions to the wider community. Therefore, this paper aims to examine the promotion strategy carried out by an educational institution. This study uses a qualitative method with data collection techniques through interviews and observations. The focus of the research is directed to find out the promotional strategies carried out by SD Islam Al Bina Masohi in Maluku, both online and offline. The results of the study showed that SD Islam Al Bina Masohi implemented various promotional strategies, including by utilizing social media such as Facebook and WhatsApp groups to publish school programs and activities. Moreover, Schools also place human resources (HR) or educators who have superior competencies to interact with students' parents, especially in routine recitation activities and the provision of quality educational services. These strategies are an important part of building a positive image and public trust in these educational institutions.

Keywords: *Promotion, Elementary School, Social Media*

INTRODUCTION

The online education process also focuses the public's attention to always be updated with the development of education itself and this is a characteristic of today's society or what is known as an informative society (Rahayu et al., 2022). This is because humans always try to increase their potential (Rosyiddin et al., 2022). It is not surprising that starting from children of elementary school age, they are now proficient in using gadgets to operate the zoom application as a medium in the online learning process. Developments like this are what encourage education actors to improve the services of educational institutions.

Maximum service will have an impact on the quality of educational institutions because quality schools are certainly measured by the accreditation value they have. The quality of education will be a tool of public trust to send their children to an educational institution. The world of education has now entered the era of the education industry (Widayat, 2018), thus the quality of service is aimed at creating satisfaction for consumers (Purwanti et al., 2021). Currently, educational institutions are competing to maximize their services from all sectors. The sector that will be highlighted in this article is in terms of educational promotion strategies through online media. The spotlight on online media is not without reason, that marketing techniques or promotions continue to change along with

technological developments (Kurtzke & Setkute, 2021). The use of online media by schools today is by utilizing social media such as Instagram, Twitter, TikTok Youtube and also Facebook (Azhari et al., 2023). These applications are used as a means of socialization in introducing educational institutions. A number of the applications above are used by schools that are up to date with current educational developments. The question is, why do schools currently use more applications like this to conduct socialization? The answer is the shift in the era and human lifestyle that has also affected the attractiveness of a person's perception of an object. Therefore, people's attention today no longer has limitations in accessing information. Then the public's attention to social media is because the media platform focuses the attention and existence of users in facilitating them to be active and/or collaborate with other people or visitors (Amilia et al., 2022).

The results of searching various articles discussing topics similar to this study, it turns out that a number of schools have used the media to promote their schools. Regarding the use of social media as a promotional strategy for Educational Institutions, one example that can be used as a reference is at Madrasah Aliyah YPP Babakan Jamanis, this madrasah/school uses social media-based educational marketing strategy management. This means that social media is used as a means of marketing education. There are three applications that have been tested by the MA in marketing their education, namely through Facebook, Instagram and Youtube, from the results of using the application, it is considered effective by the MA because it is able to convey their message to all groups (Nurmalasari & Masitoh, 2020). Then the research conducted by Nuranita, 2022 regarding the management of marketing of Educational Institutions based on social media, in her research it was stated that the social media used in promoting her Educational Institutions are such as YouTube, Instagram and websites. The supporting factors are such as internet networks. Then human resources who are competent in their fields and complete facilities. Or in other words, creating productive human resources (Susan, 2019). Next is the research conducted by Qarlina et al., 2023 on the influence of social media as a promotional tool. The results of the study showed that the use of social media as a promotional tool has a positive influence in attracting students' interest. This means that social media is currently very popular with young people to find out various information about their needs.

The various descriptions above give us an idea that technological advances in the 21st century have made educational institutions use various media to publish their various activities, including the integration of technology with learning (Kurniawan, 2019). Regarding the use of media in the current era, there are two types of media that are often used to publish school activities, both routine school activities and the acceptance of new students. The media that are often used include conventional media such as billboards, pamphlets, brochures and so on. Then the next media is online media, by utilizing social media with internet networks. If you look at the explanation, it can also be said that there are still many schools that experience various obstacles in understanding about promoting their schools to the public. The basic problem lies in the fact that many schools often publish their activities but do not yet have techniques that are considered effective in conveying information to the public in general. For example, some publish school activities only as direct publication activities without going through the school's publication division. In addition, it is also rare to find media or means of complaints, suggestions, and input from the community to provide suggestions to the school (Saimroh et al., 2020). Fundamental problems experienced like this need to get various training so that the publication process can attract public attention to the school. For example, training in creating a YouTube channel for school promotional videos (Nurhasanah et al., 2021). Or also attending conferences, seminars, workshops and other activities to improve their skills in school management (Agih, 2015) .

Thus, based on various previous reviews on the importance of using social media as a means of school promotion, it is important to know about educational promotion techniques and social media that are used as a means of promotion in elementary schools. It is SD Islam Al Bina Masohi that is used as the object of research in this paper. Various activities such as routine activities at school or educational programs at school, SD Islam Al Bina Masohi often publicizes their activities, including through Facebook social media accounts such as publishing new student admission activities, on

Instagram publishing extracurricular activities, then on *their Youtube* account they publish tahfidz Al Qur'an graduation activities (Observation, 2023)*.*

As initial information, that public interest in educational programs owned by schools is also related to the promotional techniques used. It can be seen from the number of students who entered SD Islam Al Bina Masohi in the period 2020- 2023, it experienced stability at an average of 56 students each year who registered as new students at SD Islam Albina Masohi (SD Islam Al Bina Masohi Profile, 2023). If you look at the stability of the student registration, the school has benefited from the stable number of students who registered. Among the benefits they feel is the amount of stable student operational assistance or BOS, then the quality of school services that have been felt by parents of students, for example in relation to increasing children's memorization of the Qur'an (tahfidz program). That way, the marketing and promotion system does not only focus on economic results but must also pay attention to good service quality (Hübscher et al., 2023). So that educational institutions will gain the trust of the wider community.\

Based on the description and search results of the various literature and field practices presented, it can be concluded that the use of social media as a promotional strategy for educational institutions is an urgent need in today's digital era. The development of technology and the transformation of society towards an informative society have encouraged educational institutions to innovate in conveying information and attracting public interest. Social media such as Facebook, Instagram, and YouTube have proven to be effective in reaching the wider community in publicizing school programs and building a positive image of educational institutions.

A study at SD Islam Al Bina Masohi shows that promotional strategies through social media contribute to the stability of the number of new students every year. This strategy indicates a correlation between the effectiveness of digital promotion and public trust in the quality of educational services offered. That way, social media is not only a means of promotion, but also a bridge of communication, existence, and transparency between educational institutions and the wider community. An effective promotion strategy, supported by quality content and superior educational services, will strengthen the position of educational institutions such as SD Islam Al Bina Masohi in the midst of the competition in the modern world of education.

METODE

This research is included in the qualitative research category. Qualitative research aims to understand social phenomena in depth through descriptive data collection, in the form of words, narratives, or images (Sidiq, 2019). As for the data collection process, two techniques were used, including interviews and observations. 1) The interview technique is carried out in a structured and in-depth manner with the aim of finding information about school promotion strategies through the school and the community. These interviews involved various key informants, such as the Principal, Administrative Staff, Class Teachers, Tahfidz Program Coordinators, and Parents of Students. Each informant was selected based on their direct involvement in the school's promotional and public communication activities, so that the data obtained was relevant and comprehensive. 2) Then the next one is the observation technique. This technique is carried out in a non-participatory manner by observing the activities of schools in publishing activities through their official social media accounts. This observation aims to understand the communication patterns and publication strategies implemented by the school. The social media observed included the Facebook account of SD Islam Al Bina Masohi (web.facebook.com/groups), Instagram account (@sdislamalbinamasohi), and SD Islam Al Bina Masohi YouTube channel (https://www.youtube.com/watch?v=qhHvMPhefIk). The selection of these three platforms is based on the frequency and consistency of their use by schools in sharing various activities and information with the public.

Thus, the combination of in-depth interviews and social media observations is expected to provide a complete picture of the school's promotion strategy. Through this approach, the data obtained is not only descriptive but also contextual, so that it is able to reveal the hidden meanings behind school communication activities in an effort to establish relationships with the community more effectively and sustainably.

DISCUSSION AND RESULTS
RESULTS

SD Islam Al Bina in Masohi City itself, based on its Establishment Permit Decree, it was established in 2005 and its Operational Permit Decree in 2020, its accreditation status is accredited B. Like Islamic schools in general, SD Islam Al Bina also implements the Tahfidz Qur'an program and is often involved in participating in various events held such as olympiads and so on (Interview: Principal, 2023).

Gambar 1.1 Kompetisi Kihajar
Sumber; *Facebook* SD Islam Al Bina Masohi

In the process of promoting educational institutions, each school has its own strategy. In order to promote activities carried out by SD Islam Al Bina Masohi, several strategies implemented by SD Islam Al Bina Masohi include Placing qualified educators or human resources according to their fields of knowledge because in principle, educators know the promotion system itself (Osei et al., 2023) through the learning system applied
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Figure 1.2 Extracurricular Activities of SD Islam Al Bina Masohi
Source; Instagram Account of SD Islam Albina Masohi

In addition, utilizing offline and online media. Offline such as brochures distributed to partner schools in this case kindergarten/early childhood education schools, or billboards displayed in the school yard (Interview: Administrative Staff, 2023). While online media such as Facebook, Whatsapp groups (Interview: Parents of Students, 2023). In this online media, schools freely post or publish the ins and outs of the educational programs they implement, besides not taking up space, the efficiency of using online media can be reached by the wider community.

Figure 1.3 PPDB Brochure for Al Bina Masohi Islamic Elementary School
Source: Albina Masohi Islamic Elementary School Facebook Account

The following is also data related to the number of students at SD Al Bina Masohi from 2020- 2023.
Table 1.1 Data on the number of students for the last three years from 2020- 2023
Source; (Profile of SD Islam Al Bina Masohi, 2023)

No	Kelas	Number of Students		
		2020 – 2021	2021– 2022	2022 - 2023
1	I	54	53	48
2	II	55	57	54
3	III	30	58	53
4	IV	50	29	56

5	V	50	49	29
6	VI	30	51	47
Jumlah		269	297	287

In addition to the strategies implemented, this school also received appreciation from the community in the form of word of mouth to recommend their families to send their children to the school (Interview: Parents of Students, 2023). An educational program with good service can be an advantage that is conveyed by parents of students to relatives or others. In simple terms, this process is a direct promotional technique conveyed by customers based on the convenience of the educational service process at the school.

DISCUSSION

1. Promotion techniques at SD Al Bina Masohi

Every educational institution basically has a trend of concern in identifying the promotional activities carried out (Esponilla et al., 2020). Therefore, schools are sure to have their own promotional techniques. Promotion techniques are something that is absolutely necessary and absolutely necessary (Indriani et al., 2021). The purpose of the promotion carried out is to introduce their educational programs. Because in principle the educational program aims to implement and maintain the services provided (Rusdiana, 2017). In the process of introducing educational programs, it is not only done in the usual way (people's talk), there are also other promotional techniques that are implemented Most commonly found in society today, using offline media such as brochures, billboards or pamphlets and so on and also using online media such as Facebook.

The programs implemented by the school are published through social media such as Facebook and are also conveyed to parents of students through WhatsApp groups related to the programs followed by their children. Some of the educational programs owned by SD Islam Al Bina Masohi include Tahfidz, then involved in participating in events held such as the Kihajar competition, and also the Olympics.

In line with this statement, it is relevant to the research of Nugroho & Basyar (2022) which discusses the Implications of Educational Marketing Management at SD Muhammadiyah 1 Bandar Lampung. In the results of his research, he explains seven main elements in the concept of educational marketing management, one of which is that schools must have procedural teaching and education staff who meet professional criteria. The average education staff has completed their undergraduate and graduate education levels. Next, by Madani (2020) with the title "Educational Marketing Strategy to Increase Public Trust at El Mosthofa Vocational High School, Nurul Islam Waru Pamekasan Islamic Boarding School". The results of his research suggest that there are special programs that are unique to the school which are used as a strategy for marketing its education, because from these fairly unique programs, this school is widely known among the community. The programs introduced include the Student Creativity Safari or what they call the sexy program, then the aspiration absorption program (serasi) and bazduk or product bazaar. Then in line with Wijaya's (2016) statement about marketing educational services will get a special place in the minds of its consumers, when education is able to provide satisfaction to customers. Because satisfaction is a determinant of the success of an ongoing educational competition.

The development of education today cannot be separated from the promotion carried out. Proper promotion will have a good impact on the school itself (Akhmad et al., 2020). In various media such as social media, schools currently introduce various programs that they have. for this reason, educational promotion itself has several objectives including; (a) informing the public about products developed in schools, (b) increasing public interest and attraction to school products, (c) creating

distinctive characteristics as a differentiator owned by one school from another, (d) having value in products that can be accepted by the community and can be offered, and (e) having stability of existence in society (Irianto & Prihatin, 2017).

Of the various programs implemented by the school, they have effective goals and strive to get a special place in the hearts of the parents of students. This simple statement is in line with Askar (2015) explaining several hopes when parents send their children to Islamic schools, including a) children have a religious foundation, b) children have intellectual intelligence, c) have comfort in school, and d) there is communication between the school and parents. Because people always want to get good service (Hong et al., 2021) when their children receive an education.

These hopes are in line with those felt by the parents of students at SD Islam Al Bina Masoh. In sending their children to school, one of them has a tahfidz program, then their children are also handled by educators who have qualified competencies. Then good communication and cooperation between the parents of students and the school are shown through routine religious studies that are carried out. Of course, from a process like this, good communication will be established between parents and the school. Therefore, improving the quality of human life is achieved through good education (Luckyardi et al., 2022).

These various views provide confirmation that the importance of implementing school-based management is a plus for the development of education itself. Because schools already have their own autonomy, then community participation is increased through the leadership of the principal who tries to work together with the School Committee (Mesiono, 2018) so that good cooperation is established for the sake of improving school quality. In other words, school-based management is a new strategy in the world of education in improving school management (Atun Farida, 2022). To be known, the promotion techniques of SD Islam Al Bina Masohi include promoting educational programs that are implemented through, a) social media publications such as Facebook, Instagram and YouTube, b) placing educators who have qualified competencies to interact with parents of students in routine religious activities, c) providing good educational services to parents of students, so that they pay attention to promoting the school where their children study to others. Thus, high-quality marketing or promotional management can make schools compete competitively (Rivera & Alarcón, 2020).

1. Social media as a promotional technique at SD Islam Al Bina Masohi

Social media has now become the main tool in educational promotion activities (Hikmah et al., 2023). This is because social media has become a lifestyle for humans. How not all human needs activities always focus on finding information through online media. Media when associated with promotion, simply can be understood about how to identify and meet the needs of humans and society in general. Or it can be said "meeting needs profitably" meaning meeting needs profitably (Kotler & Keller, 2016)

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   a. Description, in this stage the tactic used is to detail what will be recommended in the publication process. In terms of print, it will be a specific publication, the creative unit placed, and the frequency of purchase. For example, if the strategy is to schedule a publication of new student admissions. Then first, the tactic is to create a design that can attract public attention through the media display desired by the school. The description must be displayed differently according to the media chosen.

   b. Cost, all tactics including costs are provided at the category level and at the tactic level. For example, the school allocates a budget of Rp. 10,000,000 for cooperation with a national

magazine to publish their program. The plan will detail the cost of each publication, which will then be added up to reach a magazine budget of Rp. 10,000,000. The cost for each element in the media plan must reflect the agency's compensation agreement. If the agency works on a commission basis, then the media must contain the appropriate commission. If the agency works on a fee basis, then the media must be displayed in net dollars. At the tactic level, marketing wants to understand the specific costs that will be charged to it. The tactical cost aspect of the plan serves as a financial roadmap for marketers working with the brand's internal accounting

c. Impression, the tactics that are directed to market educational products at a school will include the number of targets achieved. In determining this number, it can be determined in several ways, including. It can be shown with ranking points, then it can also be seen with the number of impressions, or both. The communication process contains more variations of elements from media, both free and paid, this process can be done so that the planning promotion moves towards the impression as a standard of measurement for reach in the desired marketing tactics. This is the simplest form of showing reach and the easiest to use in all forms of communication.

d. Reason, there are several ways that can be implemented to run a media strategy. Tactics that have been recommended from the start must contain detailed reasons. The reason is that the tactic is used to focus on media that can achieve marketing targets. For example, schools in the process of promotion or socialization through social media target the number of prospective student registrants of 38 people, automatically what must be prepared is to see how efficient the cost of using the media is. So that in the socialization process it can provide effectiveness from the number of students who register.

The components that have been put forward have been implemented by SD Islam Al Bina Masohi in order to inform various activities carried out using online media such as Facebook, Instagram, YouTube and also through WhatsApp groups. From the results of observations made, SD Islam Al Bina Masohi carries out many publication activities through their social media accounts. As for the activities that are published, many are related to school activities. Directly, this is part of the promotion technique itself. Therefore, educational institutions through their schools must promote educational offerings to the wider community, where the most central part of promoting these educational programs is communication (Ilie et al., 2021).

In addition, parents of students also take part in publicizing every school activity if they attend the activity and directly tag the school's social media account. These kinds of processes make the school widely known by the public in general. With a promotion system that is oriented towards social media including Facebook, Instagram and YouTube, it can automatically reach all groups (Nurmalasari & Masitoh 2020).

In line with the promotion system implemented, the suitability between what is socialized in various online media must be in line with the reality experienced in schools. Kotler (2000) in (Irianto & Prihatin, 2017) offers several ways that must be considered, including;

a. Complaint and suggestion system, every information in the form of suggestions and complaints submitted by customers must be accommodated and immediately resolved for the common good. The main goal is to not encounter obstacles in the process of developing Educational Institutions. These processes are considered by SD Al Islam Bina Masohi in order to pay attention to various inputs from each parent regarding the progress of their educational institution.

b. Customer satisfaction survey, this survey needs to be carried out on a scheduled basis. The data is obtained through complaints from educational customers by making a questionnaire or interview list with them.

c. Shadow buyers, can be understood as a comparative study conducted by elements of the Educational Unit to other Educational Institutions. Every parent who wants to send their child

to school certainly has a comparison between their choices. Whether to send their child to another elementary school or to SD Islam Al Bina Masohi. All parents have considerations in determining the right school for their child. These processes are seen when parents socialize directly in asking for information related to PPDB on their respective school's social media accounts.

d. Analysis of customers who switch, each education unit must know the reasons why their education customers switch or move to other education units, be it educators, education personnel to students, the goal is to find out information and make performance improvements. Of course this part needs to be considered, because analyzing the reasons why they switch is important to implement.

CONCLUSION

Thus, from the various reviews it can be stated that every school in the current era has their own educational institution promotion techniques. One of them is at SD Islam Al Bina Masohi. This elementary school in the process of promoting their institution has promotional techniques including a) utilizing social media such as Facebook, Instagram, YouTube and also WhatsApp groups to publish school activity programs that are carried out, b) in addition to social media, placing human resources or educators who have qualified competencies to interact with parents of students in routine religious activities is a very important effort to do, and c) providing good educational services to parents of students, so that they pay attention to promoting the school where their children study to others..

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