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## Analysis Of Social Media As A Content Promotion And Information For Prospective Unsurya New Students

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**Abstract:** Social media is one of the promotional tools that is easy to find and easy to use in the last decade. The development of technology means that social media, especially Instagram, is now not just for entertainment needs. Elements use Instagram to promote and inform lecture activities that can be absorbed directly by prospective new students. The opportunity to attract new students is large by using Instagram to carry out promotions. The purpose of this research is to find out the promotional activities carried out by Unsurya and the selling points provided by Unsurya so that prospective new students are interested in registering at this campus using Instagram. Researchers concluded that Unsurya had used Instagram well, where promotional activities were carried out in a targeted and straightforward manner in delivering communication material to prospective new students.

**Keyword:** Promotion, Social media, Instagram, Unsurya

### INTRODUCTION

Indonesia is one of the countries with the largest territory which is divided into islands and is the largest archipelagic country in the world. The population of Indonesia according to data from the Central Statistics Agency as of 2023 is 278.8 million people. This number has increased by 1.1 percent compared to the previous year at 275.7 million people.

In direct proportion to the increase in population, Indonesian society is now increasingly open to technology thanks to the presence of smartphones that are easy to reach. According to data from We Are Social, there are 353.8 million mobile devices connected to the Internet, which is equivalent to 128 percent of the population in Indonesia.

This shows that a person can have two smartphones that they use every day, one of which is to access social media. Still in the same research results,

Indonesia is an active social user. As of January 2023, it is said that 167 million Indonesians enjoy doing activities on social media.

There are currently many types of social media, from Facebook, Twitter, Instagram, to short videos such as TikTok which are increasingly popular. However, Instagram is one of the social media that is still popular in Indonesia. This social media was first established in 2010 by Systrom and Mike Krieger.

2012 was a turning point where Facebook took over the company on April 9 2012 which made the photo and video upload application even more well known. According to We Are Social, Indonesia is in fourth place as active Instagram users with 106 million people. This means that 38 percent of the Indonesian population has at least one Instagram account per person to enjoy free access to photo and video content.

The use of Instagram itself is not only limited to posting photos and videos just to show off something, but now it can become a business area that can be utilized by everyone. Marshal Suryadarma Dirgantara University [Unsurya] is one of those that uses social media as a forum for promotion and information for prospective new students.

Unsurya was founded in 1988 as one of the universities under the leadership of the Indonesian Air Force and is organized by the Adi Usaha Foundation [YASAU]. Unsurya is also the only university in Jakarta that focuses on the field of Aerospace Science.

In order to reach prospective new students more widely, Unsurya chose social media in the form of Instagram as a good option. This is because the number of Instagram users is relatively large, so it can attract more prospective new students throughout the country. This is reflected in the Instagram posts of @unjungyajakarta, which is always active in informing prospective new student registration.

The use of social media in the current era goes hand in hand with promotions carried out by an organization or individual. This is becoming increasingly commonplace because its reach is very wide and easy for many people to accept in a short period of time. Promotions carried out by Unsurya make it easier for people to find the right university with a strategic location in Jakarta.

## **Formulation of the Problem**

The formulation of the problem raised by the researcher is the promotional activities carried out by Unsurya using the social media Instagram, what selling points can be given to prospective new students from the information that has been conveyed on social media, and marketing techniques that are suitable to be applied.

## **Research Purposes**

The objectives of this research are as follows:

1. Find out what promotional activities are carried out by Unsurya using the Instagram social media account.

2. Find out the selling points that can be given to prospective new students from the information on each upload submitted on the Instagram social media account.
3. Know the marketing techniques that Unsurya can apply using the Instagram social media account

## Research Uses

### Theoretical

1. The research that has been carried out can become a study for Management Science, especially for courses related to marketing, promotions, and the use of Instagram social media.
2. The research that has been carried out can become a reference for future researchers related to promotion using Instagram social media.

### Practical

The research that has been carried out can become a benchmark, especially for Unsurya, generally for business people and also professionals related to the use of Instagram social media for promotions.

## LITERATURE REVIEW

### Marketing

The Grand Theory in this research is marketing theory. According to Kotler and Keller [2012:29] marketing is a process for a company to be able to build value for customers and build strong relationships with customers so that they can get value from customers as an imbalance.

Marketing is carried out by every company to create the right strategy to get customers. One of the lives of a company is the process of selling products or services used by customers. Companies must be able to retain these customers to be able to get repeat orders for the same product or service. The company can also provide products or services that have higher value and are approved by the customer.

Customers have an important meaning for a company to improve the company's image and make customers loyal to the products or services offered. After the customer is satisfied with the product or service offered by the company, the customer can become an influencer who will tell them about the product or service they are using and are satisfied with it.

So that companies can get more customers, promotional activities are needed to introduce the products and services offered to a wider audience. This promotional activity is very important for companies to carry out so that everyone will get to know the products or services offered and start to find out.

## Mobile Marketing

Technological developments have made the marketing process begin to penetrate the digital world. Previously, marketing could be done offline using flyers, brochures, and advertising on mass media such as television and radio. Now with increasingly rapid technological developments, the marketing process can become faster and reach wider via the Internet.

The use of smartphones is one thing that cannot be denied to continue to adapt in terms of marketing. Promotional wars on the Internet have high penetration because every company competes to get customers online.

Karen [2015:8] stated in a report by The Yankee Group that smartphone users have 27 minutes a day to browse the Internet.

## Promotion

Promotion according to Kotler and Armstrong is a marketing tool used in carrying out communication strategies between sellers and buyers. Promotion is a fundamental component in marketing which is part of the 4Ps: product, price, place, and promotion.

Sellers try to convince buyers to buy goods or services that are being promoted. This helps someone become aware of a product, service, or the company itself. This also improves the public image of a company. The marketing method created must certainly attract buyers and be able to convert them into loyal customers.

Promotion is a very important marketing strategy, one of which is implementing the marketing mix. Promotions help people find out about the right product, the right price, and the right location. In a competitive market, without promotion, sales will be affected. Promotion is a marketing communication process to inform, persuade, remember, and influence customers about products and services.

A promotional strategy is one of the most optimal plans to use, including the use of a promotional mix by combining advertising, public relations, personal selling, and sales promotion.

To achieve overall goals, the promotional mix must be carried out with a coordinated plan. The function of this promotional strategy is to gain an advantage in competition with target customers who need goods or services that are by what is being offered.

Promotional strategies are very close to the communication process. As humans, we are filled with feelings, ideas, facts, attitudes, and emotions. Communication is a process that can express an expression through symbols.

## Social Media

Kotler and Keller [2016:642] social media is a tool or method used by someone to share information with other people or companies in the form of text, images, audio, and video and vice versa. Researchers conclude that social media

is one of the tools available on the Internet to be able to interact with each other globally throughout the world.

## Types of Social Media

Social media has various types, according to the book *Media Sosial Perspektif Komunikasi, Budaya, dan Sosioteknologi* [2015:39], six major categories can be called social media.

### 1. Social Networking

Social networking is a platform that people can use to interact globally via the Internet. In this case, a person can be himself or pretend to be someone else. Apart from personal matters, social networks make people interested in making new friendships they never knew.

Friendships are formed either because they have similarities in expressing opinions or because they also have similar hobbies. Facebook is a social network that is commonly used in Indonesia. Instagram is also a social network that is equally popular in Indonesia.

### 2. Blog

Blogs are a type of social media that can be used by anyone to upload posts in the form of writing only or can be equipped with media in the form of images, video, and audio.

Anyone can visit the blog to read and leave comments. Blogs themselves can be an interesting source of information for visitors to read.

### 3. Microblogging

Microblogging is social media for people who prefer to write or upload opinions in more concise sentences. This is because Twitter has a limit on the number of uploads, namely only 140 characters.

Currently, Twitter has undergone changes where there are two different types of users. Unverified users can only upload posts up to 280 characters long in one tweet. Meanwhile, verified accounts can upload 25,000 characters.

### 4. Media Sharing

Media sharing is one of the social media that is popular lately because it is more interactive in conveying messages. YouTube and TikTok have become the most popular forms of social media sharing recently. Various types of content can be found randomly and the algorithm will continue to provide similar content because it is considered interesting to the audience.

### 5. Social Bookmarking

Social bookmarking is a type of social media used to store and manage information online. Examples of social bookmarking website pages such as Digg.com and Reddit.com.

### 6. Wiki

Wiki is a website that is managed jointly by its users in collaboration. Everyone who has a Wiki account can edit published content.

The social media that researchers use in this case is Instagram which is included in the social networking category.

## Instagram

Kotler and Keller [2015:322] explain that Instagram is known as a photo-sharing application that uses filters and is taken using a smartphone camera which looks professional and is easy to upload and share on various platforms simultaneously.

Launched in 2010 by Kevin Systrom and Mike Krieger, Instagram now has a high valuation accompanied by inherent benefits for its users.

Several top brands that are very active in using Instagram social media, such as Nike, Burberry, and Gucci, cannot be separated from this social media. The name Instagram itself is taken from the word "instant" and the notion of connecting people via "telegram". Commonly used Instagram features include:

### 1. Home Page

The home page is the main page which by default will display uploaded photos or videos of friends we have followed. The top section can be used to view Stories created by individuals and also those belonging to other people. The way to see people's posts is to scroll the screen using your finger from bottom to top. Interaction can be done by clicking the heart logo to like the post, the bubble logo to send a comment, and the paper airplane logo to share the post.

### 2. Explore

Explore is a collection of photo and video posts that are popular because they get a lot of interaction from their users, both in the number of likes and comments. If you want to search, you can use this feature.

### 3. Reels

Reels is a collection of short to medium-duration videos uploaded by Instagram users to provide information with both educational and entertainment content available.

### 4. Profile

The profile is part of the information of the Instagram account owner and can be set to contain any information that will be shared with its users.

Activities that can be carried out by Instagram social media users include:

#### a) Like

Like the content of Instagram users you follow or other people by tapping the heart button or double tapping on the post.

#### b) Comments

All Instagram users can add comments via the comments column provided by the content owner.

#### c) Follow

Following is the same as subscribing, but the people you follow will not know about your posts as long as they haven't followed back.

#### d) Mentions

Mention is an activity used to notify someone by adding the arroba [@] sign at the beginning of an Instagram account, and your fellow users will get a notification regarding this.

Diamond [2019:500] states that people, especially those under the age of 34 years like to share snapshots and short videos called Instastories. Instagram is very fun and easy to use, especially for marketers who believe that sharing something on Instagram can have an impact on brands.

## METHODS

The research object raised is the problem of using Instagram social media used by Unsurya in carrying out promotions for prospective new students. Currently, the number of followers on the Instagram account @unsuryajakarta is at 3,891 followers.

The current research uses a constructivist paradigm, in which researchers try to find out the promotions carried out on Unsurya's Instagram social media account. This constructivist paradigm aims to have understanding, and carry out reconstruction to create a qualitative research model that can provide understanding for both individuals and society.

Researchers used descriptive qualitative research methods by conducting fact searches, namely collecting data in the form of text and images. The resulting data comes from direct research activities on the Instagram social media account @unjungyajakarta as well as documentation results.

## RESULT AND DISCUSSION

Unsurya use of Instagram social media has many positive impacts because prospective new students will be able to get more information from the account manager. Promotional activities carried out about Unsurya can attract the interest of prospective new students in the future without having to incur large costs.

Prospective new students can get information according to their needs, whether in the form of text, images, and videos. Elements use these three

methods to attract the interest of prospective new students with information that is concise and effective.

Researchers saw that the posts uploaded on the Instagram account @unsuryajakarta looked lively, typical of Gen Z. The use of colors uploaded was consistent with the majority being blue, which is a characteristic of Unsurya as a university connected to the Indonesian Air Force. The colors used are not too dark, nor too bright, the composition matches the other materials included.

To find out what faculties and departments are available, the Unsurya Instagram account provides posts for each faculty which includes each department. Brief information about majors and detailed costs make it easier for prospective new students to estimate the costs they will incur when they register later.

This seems more effective in attracting prospective new students, rather than having to go to campus to get this information. Even so, there is still a possibility that prospective new students will come to campus to find out more about new student admissions and to find out the location where prospective new students will study later.

Elements also made Instagram stories from active students who shared their impressions of studying at the campus. This can influence prospective new students that Unsurya can provide what they need, especially in terms of education.

One of the interesting programs announced by Unsurya's Instagram account is the opportunity to study and do internships in Japan. This program applies to active Unsurya students who have studied on campus for five semesters. This related post received a reaction of 124 likes, indicating that people are interested in taking part in an internship program in Japan. In this post, there is also a Call To Action [CTA] in the form of an invitation to study at Unsurya which contains information for registering prospective new students.

The advantage of using Instagram social media for promotion is that you can upload various types of content every day, both in the form of photos and videos. Elements also occasionally actively upload Instastories related to the faculties and departments available on the campus.

Unsurya Instagram account also implements content that is easy to understand in a concise manner, aiming to get direct attention from prospective new students without being long-winded. Apart from that, utilizing carousel posts can provide more information in one post.

Number of followers has also increased thanks to informative uploads from the Unsurya Instagram account and it is hoped that this can provide more information about this campus for prospective new students.

The disadvantage of promoting on Instagram for Unsurya is the difficulty in reaching a wider community because not everyone uses Instagram. Apart from that, people's assessment of the content provided with a small number of likes influences the interest of prospective new students.

Unsurya Instagram account can still reach prospective new students by utilizing an advertising feature called Meta ads. This advertising feature can be



applied directly through uploaded posts and targets specific users. As an educational institution, Elements will prioritize Instagram users who are looking for a place to study at a higher level.

The aim of advertising on Instagram has many benefits that can be obtained, namely by creating brand and local awareness. Apart from that, the reach can be even wider if you want to attract prospective new students throughout Indonesia.

Using advertising as a promotional medium on Instagram can also convert prospective new students to register directly by providing a registration link that can be directly accessed in the post.

## CONCLUSIONS

The conclusions from the results of research conducted by researchers from the Instagram social media account @ unusyajakarta are as follows:

1. Promotional activities carried out by the @unsuryajakarta Instagram account are straight to the point so that they are more effective in conveying messages or information to prospective new students. The Instagram account @unjungyajakarta also creates Instastories recaps that attract the interest of prospective new students from the impressions conveyed by active students. This can provide conclusions for prospective new students, whether it is worth supporting their education at Unsurya.
2. The interesting post delivered is in the form of a Call To Action [CTA] so that prospective new students can immediately register at Unsurya. This is done by providing one of the effective posts by offering an internship program to Japan.
3. Instagram is one of the promotional media chosen because it is practical in terms of use. Apart from that, Unsurya can upload posts of various types that are interesting for Instagram users. Even though the number of likes is still minimal, the message conveyed by Unsurya in each post is straightforward to the target consumer, namely prospective new students.

## Theoretical Recommendations

1. It is hoped that this research can become a reference for future researchers related to promotion.
2. The research carried out is the use of social media Instagram which is a promotional forum for Unsurya to attract prospective new students. Suggestions for future researchers are to use quantitative methods so they can measure the effectiveness of the data produced on the Instagram analysis page.

## Practical Recommendations

1. It is hoped that this research can become a reference that can be used by other universities or other business people who use Instagram as a promotional platform on social media.
2. Researchers suggest that the Instagram account @unsuryajakarta can use the hashtag [#] feature in each relevant post so that it can reach more users. Apart from that, the paid advertising feature can be used with more specific classifications so that targeting is clearer and advertising costs are lower.

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