

Vol. 4 • No. 1 • Desember 2023

Page (Hal.) : 1341 – 1349

ISSN (online) : 2746 - 4482

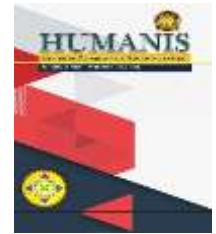
ISSN (print) : 2746 - 2250

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Special Issue:

ICOMS2023
The 4th International Conference on Management and Science

Website. :

<http://www.openjournal.unpam.ac.id/index.php/SNH>

Literature Review : Analyze The Role Of Social Media In Increasing New Student Registration At Air Marshal Suryadarma University

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Abstract; Social media is one of the tools for communicating at the college. The communication pattern used by utilizing social media to convey marketing promotions or other important information. Technological developments implemented by social media can provide solutions. There are various strategies used by universities to attract the interest of prospective new students to continue their studies at college, especially at Air Marshal Suryadarma University. The aim of this research is to analyze the role of social media marketing in increasing new student registration at Air Marshal Suryadarma University. This research method uses qualitative research with a literature review approach. The results obtained by Air Marshal Suryadarma University have used several social media platform as promotions for new student registration such as Instagram, Facebook, etc. The conclusion of the research explain is social media can use increasing amount of new student registrants at Air Marshal Suryadarma University.

Keywords: *new students; social media, registrants*

INTRODUCTION

Social media is one of the tools utilized for communication in college (Setiady, 2016). The communication pattern used involves leveraging social media for marketing promotions and other important information (Retnasari et al., 2019). Implementing technology through social media is seen as a solution (Khasanah et al., 2020). Various strategies are employed by the university to attract the interest of prospective new students to pursue their studies, particularly at Air Marshal Suryadarma University.

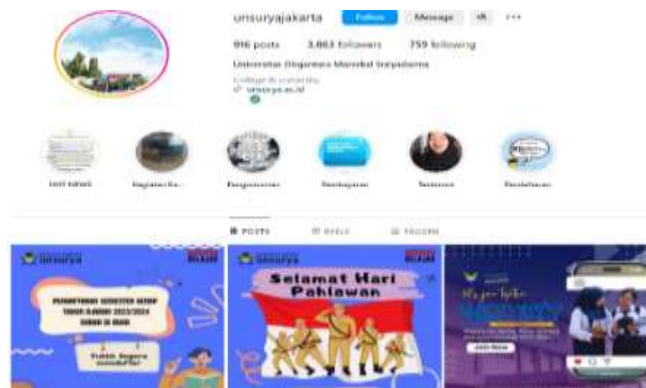


Figure 1. Instagram account of Air Marshal Suryadarma University

Based on figure 1, it illustrates an example of how Air Marshal Suryadarma University utilizes Instagram as one of its social media platforms for campus promotion. The characteristic that social media possess compared to traditional media is its interactivity (Permana et al., 2019). Through social media, users can leave comments, like, share, and engage in other interactive actions (Sasmito, 2015). Additionally, for Air Marshal Suryadarma University, advertising on Instagram is cost-free as it does not incur expenses for creating an account, publishing content, or other related activities.

The content found on social media can reach all users within rapidly and widely expanding scope (Sulastris et al., 2020). This is due to technological support equipped with the internet (Widiyanto, 2021). Through various content presented on social media indirectly fosters a good relationship between the public and the relevant institutions (Yananingtyas, 2020).

Previous research by Sahid (2023) illustrates that the development of social media, used as one of the promotional tools, it can provide benefits for students who wish to pursue higher education. Various features can be utilized for social media-based promotions, such as live sessions, pamphlets, engaging content, etc. Effective social media management should also be maintained by consistently providing up-to-date information related to the university.

Based on the condition, the author has chosen the title "Literature Review : Analyze the Role Of Social Media in Increasing New Student Registration At Air Marshal Suryadarma University". The purpose of this research is to discover that social media can enhance the enrollment of new students at Air Marshal Suryadarma University.

RESEARCH METHODOLOGY

This research uses a qualitative method with a literature review approach. Figure 2 illustrates the researcher's conceptual framework as follows:

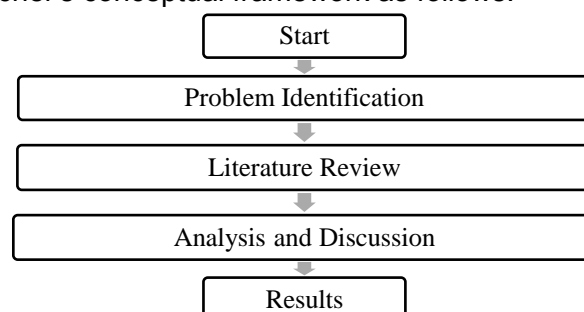


Figure 2. Researcher's Conceptual Framework. Source: (Rumetna, 2018).

The data collection for this study through a literature review was sourced from searches on Google Scholar, researchgate, google searches. The keywords used were "Analysis of the Role of Social Media in Increasing New Student Registrations at Air Marshal Suryadarma University : Literature Review." The prism diagram below shows the search results related to the research findings.

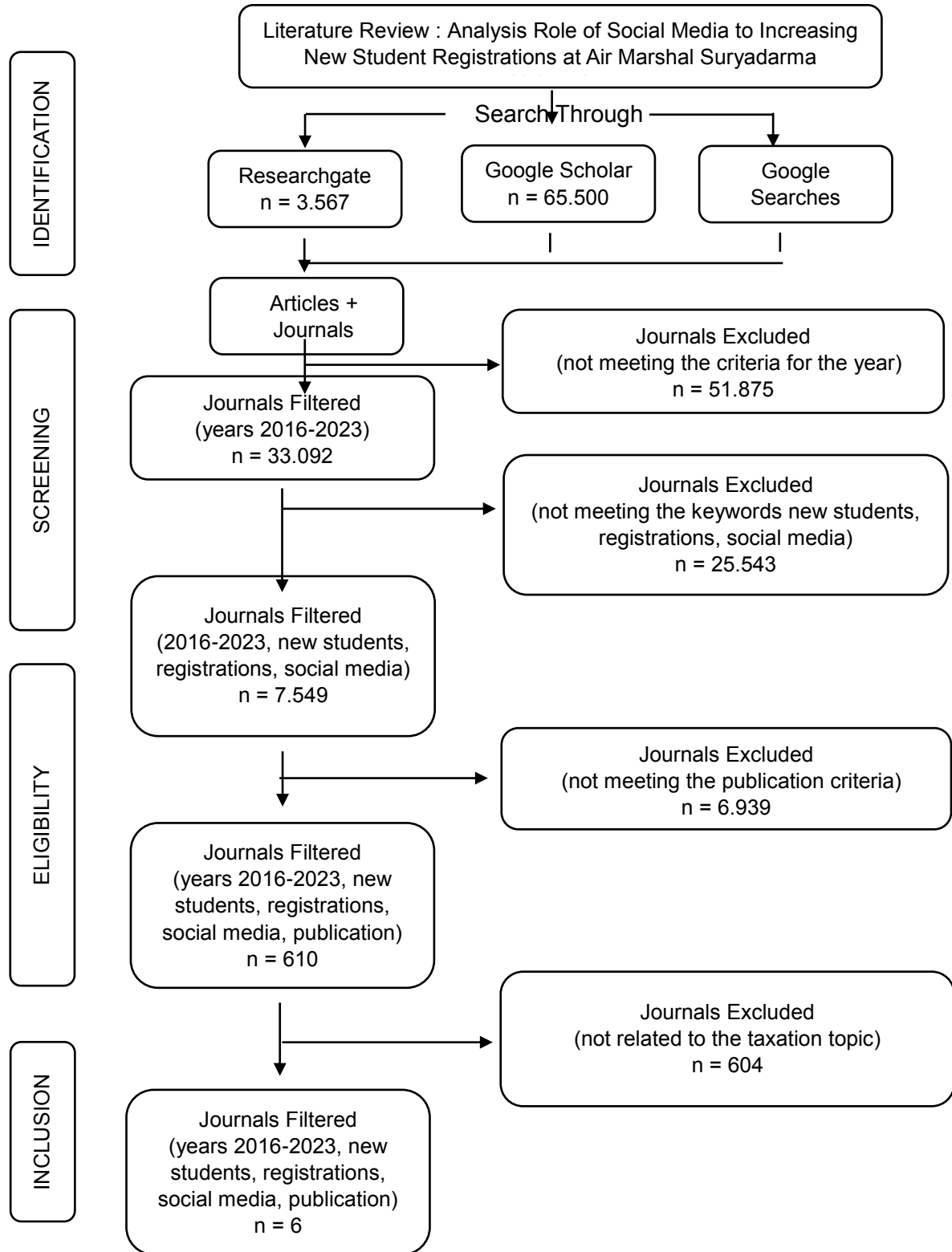


Figure 3. Prisma Flow Diagram

RESULTS AND DISCUSSION

Table 1 below presents the research findings through a literature review conducted on the topic.

Table 1. Research Results

No.	Title	Author, Year	Objectives	Results of Analysis
1.	“The Use of Social Media in Increasing New Student Registrations”	Sahid, 2023	It is aimed to analyze the increase in new student registrations affected by social media factors.	Promotions related to new student registrations can be carried out by utilizing social media. Social media is one tool used by universities, polytechnics, institutes, and others, using the internet network that allows the exchange of user-generated content. Social media used by university institutions can be utilized to promote or inform about information related to the campus, especially the opening of registrations for new students. Through the development of social media used as one of the promotions, it can benefit students who want to continue their education in higher education. Various features can be utilized in social media-based promotions, such as live broadcasts, pamphlets, attractive content, and others. In addition, the management of social media should be done as best as possible by always presenting updated information related to universities, polytechnics, institutes, and others.
2.	“The Effectiveness of Social Media Usage in Attracting Prospective New Students”	Triany et al., 2022	To understand the promotion related to the use of social media to attract prospective new students	The research results show that the decision-making process of prospective new students in choosing a university for their next level of education after high school can be affected by the use of social media at the respective higher education institutions. For prospective new students, utilizing technology allows them to observe the campus they are interested in by using social media, such as lecture buildings, teaching methods, and various

				<p>other important information. Based on this, prospective new students do not necessarily have to visit the campus to find out about the activities or events taking place there. Many universities in Indonesia also use verified social media to share reliable information. Based on this, prospective students can choose their desired major based on the information they obtain.</p>
3.	<p>“The Impact of Social Media Marketing to Attract Entering University”</p>	<p>Mutmaina, et al., 2023</p>	<p>It aimed to provide an overview of the new students' interests affected by social media factors.</p>	<p>The percentage obtained regarding the interest of new students in choosing a university affected by social media factors is 53.7%. Meanwhile, 46.3% are affected by various other factors not specified in this study. Promotional media based on social media has rapidly developed for online communication. In the academic branch, one of the marketing areas uses social media by utilizing various social media platforms equipped with the internet. In this study, universities also utilize social media as a communication with students who want to continue their studies at a university, polytechnic, institute, etc. Various attractive content must be created and displayed on social media so that students will be interested in continuing their education and have complete confidence in choosing a campus for further study after senior high school.</p>
4.	<p>“Public Relations Strategies to Increase the Interest of Prospective New Students at Muhammadiyah University Makassar”</p>	<p>Syukri, 2020</p>	<p>It aimed to understand the interest of prospective students in implementing strategies carried out by the Public Relations department using social media.</p>	<p>Various social media platforms are utilized as marketing channels, including Instagram, Facebook, Twitter, TikTok, WhatsApp, etc. Based on the literature study before, several universities not only use social media, but also announce information regarding the registration of new students by collaborations with conventional media such as newspaper, TV, radio, and others. The current of</p>

				modern technology, it can be observed that almost all universities in Indonesia have verified social media as a marketing tool to promote their activities.
5.	The Impact of Social Media Marketing on University Student's Brand Loyalty	Sahadat Hossain, Md Nazmus Sakib	It aimed to provide a better understanding of how social media marketing can be designed that would influence the brand loyalty of university going student.	The construct of social media marketing factors that were thought to impact the brand loyalty of university students. The result finds the support for the relevance of the content of social media marketing to positively influence the brand loyalty of university students. The advantageousness and popularity of contents were also found to be positively impacting the university students' brand loyalty. So, marketers need to focus on these characteristics, while planning for social media marketing campaigns, with a special attention to the relevance of the contents with the brand they are representing.
6.	"The Role of Social Media Promotion in Choosing the Sharia Business Management Study Program"	Nurohman & Yahya, 2019.	Aimed to understand the selection of study programs through promotion utilizing social media	Digital marketing that using internet technology can be implemented to publicity. One of alternative solution in digital marketing is social media. Due to the fact, since 2016 social media can enhance in marketing. This discussion focuses to examine that social media can increase new student registrations. The social media contains various content related to departments and various study programs offered by university. Universities must also adapt to the changing times in the field of promotion, aiming to increase the number of applicants to a campus. With social media, university can also engage in virtual-based communication to attract the interest of potential new students to the promoted campus.

Social media is one of the tools used by internet networks that enable to exchange of user-generated content. Social media platforms used by universities, polytechnics, institutes, etc can be exploited to promote or disseminate information

related to the campus, especially regarding the opening of registrations specifically for new students. The development of social media as one of the promotional channels can provide benefits for students who wish to pursue higher education. There are various features in social media, such as live sessions, pamphlets, engaging content, and more. Additionally, effective social media management should always showcase up-to-date information regarding universities, polytechnics, institutes, and the like (Sahid, 2023).



Figure 4. Social Media Content at Air Marshal Suryadarma University

Based on Figure 4, it is illustrated that Air Marshal Suryadarma University utilizes the Instagram social media platform in the digital marketing of new student registrations. Digital marketing using internet technology can be implemented through promotional activities. One alternative employed in the marketing field is through the use of social media. This had been effective since 2016, with social media being instrumental in marketing. Universities must also adapt to the changing times in the field of promotion, aiming to increase the number of applicants to a campus. Through social media, universities can also engage in virtual-based communication to attract the interest of potential new students to the promoted campus (Nurohman & Yahya, 2019).

The research by Triany et al. (2022) explain that the decision-making process of prospective students in choosing a university as the next level of education after high school can be affected by the use of social media by the respective universities. For new students, impact of new technology allows them to observe the campus they are interested in through social media platforms, such as lecture buildings, teaching methods, and various other important information. Based on this, candidate students do not necessarily have to visit the campus to learn about the activities or events taking place there. Many universities in Indonesia also use verified social media accounts to share reliable information. As a result, candidate students can choose their desired major based on research from the available information in social media.



Figure 5. New Student Registration Content at Air Marshal Suryadarma University

There are three campus at Air Marshal Suryadarma University, Campus A, Campus B, and Campus C. During the admission sessions, content is created and published on the Instagram social media platform. Promotional media based on social media has rapidly expand for online communication. In this study, universities also use social media as a communication tool with students who wish to continue their studies at the university, polytechnic, institute, and others. Diverse and engaging content must be created to be showcased on social media, aiming to capture the interest of students, fostering their enthusiasm for continuing education and instilling confidence in selecting a campus for further studies after completing high school (Mutmannah et al., 2023).

Various social media platforms serve as marketing tools, including Instagram, Facebook, Twitter, TikTok, WhatsApp, and others. Based on literature studies, it is reported that, in addition to using social media, some universities also publicize information about new student registrations through collaborations with conventional media, print media, TV, radio, etc. Given the current technological advancements, it is evident that almost all universities in Indonesia use verified social media as marketing tools. Information presented through social media is updated and can be verified for accuracy. Therefore, social media users must seek trustworthy information (Syukri & Sumarni, 2020).

The growing interest in social media marketing and the importance of brand loyalty as the ultimate demand for consumer retention, reinforces the importance of investigating a model on factors of social media marketing that influence university students' brand loyalty (Sahadat, 2016). Participating all of student in Air Marshal Suryadarma University in all their social media account have benefit to increase new student to continue their study. They can make content to share activities in campus so everyone who follow their social media account will know anything about it. After that, candidate student will decided to registry in that college (Sahadat, 2016).

CONCLUSION AND RECOMMENDATIONS

The conclusion based on research that is Air Marshal Suryadarma University provide several social media platforms for marketing to attract new student registrations. The examples of social media that used by Air Marshal Suryadarma University are Instagram, Facebook, and others. Based on the fact, these social media platforms it have evident to increase a great number of new student registrations at Air Marshal Suryadarma University.

Recommendations for the future researches is continue this study by additional quantitative research data, thereby ensuring that the research outcomes are more comprehensive, valid, and accountable. It is also suggest that Air Marshal Suryadarma University should optimizing social media as a promotional tool for new student registrations.

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