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The Influence of Social Media Content and Branding on Interest in Studying at Suryadarma University

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Abstract: This article discusses the significant impact of social media and branding on students' learning motivation at Suryadarma University in Indonesia. The literature review and hypothesis development highlight the importance of utilizing social media for promotional activities and information dissemination in the academic environment. The research methodology used is a literature review, involving a thorough analysis of ongoing research on a specific topic within the realm of science. The study's findings indicate the effective use of social media in supporting university promotional activities and increasing new student registrations. Additionally, the research emphasizes the importance of strategic social media content and branding in attracting and engaging students, as well as the effectiveness of social media platforms for promotional activities and information dissemination. In conclusion, the study underscores the importance of utilizing social media and university branding to attract and engage students, and calls for further research on the impact of social media on student interest in educational institutions.

Keywords: Branding, Brand Image, Literature Review, Promotion, Social Media

INTRODUCTION

Social media has a significant influence on social change in Indonesia. It provides a platform for individuals to easily access and share information, contributing to positive social changes [1]. Acknowledging the dynamic nature of this digital landscape, Suryadarma University, as a forward-thinking educational institution, recognizes the need to comprehend and harness the potential impacts of social media and strategic branding on students' learning interests. In this contemporary context, social media transcends its conventional role as a mere communication platform, extending into a multifaceted tool for disseminating information regarding academic programs, vibrant campus activities, and shaping the overall institutional image.

The centrality of a university's brand cannot be overstated in the realm of attracting prospective students and, equally importantly, in sustaining the ongoing interest in learning among enrolled students. A resilient brand identity not only cultivates a positive perception of the educational quality but also contributes significantly to the overall student experience at Suryadarma University. Furthermore, the digital sphere of social media, when populated with relevant and engaging content, becomes a dynamic space that enriches students' academic

journeys, stimulates meaningful discussions, and serves as a motivational catalyst for active participation in the diverse facets of campus life.

Brand equity can influence the interest of buyers in this case interest of prospective student by strengthening their confidence in purchasing decisions and providing value to the customers and the organizations. Brand equity can also enhance brand awareness, brand association, perceived brand quality, and brand loyalty, which can all contribute to increasing the interest of buyers in a particular brand. Brand equity can provide value to customers by strengthening their interpretation of information, confidence in purchasing, and decision-making processes. It also provides value to the company by enhancing the efficiency and effectiveness of marketing programs, brand loyalty, pricing/profit, increased trade, and competitive advantage [2].

Despite the advancements in understanding the role of social media and branding individually, there exists a notable gap in research that comprehensively explores the combined influence of social media content and university branding on students' learning interests, particularly within the university setting. Consequently, the primary objective of this research endeavor is to meticulously investigate and elucidate the nuanced interplay between social media content and university branding, aiming to unravel their collective impact on students' learning motivation within the distinctive academic environment of Suryadarma University. Anticipated outcomes include invaluable insights that can inform the strategic refinement of educational marketing approaches, ultimately enhancing the overall quality of students' learning experiences in this digitally-driven epoch.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Social media plays a significant role in developing business organizations, particularly in relation to branding, product types, and product specifications as attractive features for consumers [3-5]. The research indicates that in the current era of globalization, businesses are required to meet consumer needs and strive to create products with competitive advantages and differentiation from competitors. This highlights the importance of social media in supporting marketing efforts and enhancing the overall marketing strategy of business organizations.

Brand is a combination of all the elements used to identify a product or service from a seller or group of sellers, distinguishing it from competitors. The target of a brand, according to Kotler's theory [6], is to create a strong emotional bond between the brand and the customers, influencing their strategic choices and impacting financial outcomes. This emotional connection fosters customer loyalty, leading to business success, resilience, and competitive products.

The grand theory of branding and its role in supporting the marketing of products for business organizations can be applied to the marketing of Suryadarma University. By understanding the principles of brand equity, differentiation, and consumer trust, Suryadarma University can develop a strong and recognizable brand that resonates with its target audience. Additionally, the concept of maintaining brand equity is crucial for Suryadarma University to position its value and offerings as a priority in the eyes of its stakeholders. Furthermore, the theory emphasizes the importance of continuous and systematic promotional efforts, which can be applied to Suryadarma University's marketing strategies to ensure consistent and effective communication with its audience.

Moreover, the theory highlights the significance of utilizing social media and opinion leaders to shape public opinion and build brand credibility. This can be relevant for Suryadarma University in leveraging influential figures within the academic community to enhance its brand reputation and reach a wider audience. Additionally, the theory emphasizes the importance of understanding consumer preferences and experiences, which

can guide Suryadarma University in conducting research to better meet the needs and desires of its target market.

METHODS

The research method used in this paper is a Literature Review. Literature Review involves a meticulous analysis of ongoing research focused on a specific topic or question within the realm of science. Essentially, it serves as a critical examination of existing studies to help formulate a relevant framework that aligns with theories, findings, and prior research, aiding in addressing the research problem at hand [7].

According to Hasibuan [7], a Literature Review entails a comprehensive discussion of theories, findings, and other research materials drawn from reference sources. This serves as the groundwork for research endeavors, aiming to establish a coherent thought framework for resolving issues outlined in the problem statement. The Literature Review incorporates evaluations, summaries, and the author's reflections on diverse literature sources, including articles, books, slides, internet information, and more. Typically positioned in the early chapters, it also allows for the inclusion of research results from other scholars as a benchmark for the current study. Proper citation is crucial for all statements or research findings not originating from the author, following established guidelines. A well-executed literature review should be pertinent, current (within the last three years), and comprehensive.

In the experiment section, all materials and methods that have been used in the research should be stated clearly.

RESULT AND DISCUSSION

Utama Samosir & Firki (2021), in their article titled " Pengaruh Brand Image dan Biaya Pendidikan terhadap Minat Kuliah di UNM Al-Washliyah," elaborate on the impact of brand image and tuition fees on the interest in pursuing studies at the Faculty of Economics of UMNAW. The theoretical framework of the study likely draws on marketing and consumer behavior theories. Brand image, a central concept in marketing theory, refers to consumers' perceptions and associations with a specific brand. The study may also incorporate consumer behavior theory, examining how individuals decide to allocate resources to various consumption-related choices.

The focus on the influence of tuition fees on interest aligns with economic theories related to the price elasticity of demand, suggesting that changes in the price of a service, such as tuition fees, can influence the quantity demanded, in this case, the interest in studying at the Faculty of Economics of UMNAW. These theories likely provide a comprehensive understanding of factors influencing individuals' interest in higher education at the Faculty of Economics of UMNAW. According to Utama Samosir & Firki's research objectives, the study aims to analyze the impact of brand image and tuition fees on community interest in studying at UMNAW's Faculty of Economics in Dolok Batu Nanggar District, Simalungun Regency. The research seeks to understand how these factors influence individuals' decision-making processes regarding higher education at the Faculty of Economics, providing recommendations to improve brand image and determine appropriate tuition fees based on community affordability.

The research methodology employed is a quantitative approach with multiple linear regression to analyze the impact of brand image and tuition fees on the interest in studying at UMNAW's Faculty of Economics. Data collection utilized a questionnaire and direct

observation, with analysis conducted through the multiple linear regression method. The study concludes that both brand image and tuition fees significantly impact the interest in studying at the Faculty of Economics, with a notable effect of 54.9%. Recommendations include continuous improvement of the university's brand image for community recognition and a study to determine tuition fees aligned with community willingness to pay. Additionally, the research suggests exploring other variables influencing interest in pursuing higher education. In connection with the author's research in this journal, various variables can be considered, such as the impact of brand image on the interest in studying at a specific university. The rationale lies in the recommendations provided in the journal study for universities to enhance their brand image, serving as a basis for decision-making in marketing and educational policy at the university.

Cherly Dwi Qarlina, Purwanto, Fitri Wulandari (2023), in their journal titled "The Impact of Social Media as a Promotional Tool on Student Interest in SMA Batik Surakarta," expound on the influence of social media promotion on student interest at SMA Batik Surakarta. The research methodology employs quantitative analysis using SPSS for statistical testing and regression analysis to evaluate the impact of social media promotion on student interest. The study underscores the significance of utilizing social media as a promotional tool and its effect on student interest in the school. The findings indicate that social media promotion significantly affects student interest, contributing 35.2% to student interest, while other external factors account for the remaining 64.8% of influence.

Based on the research objectives of Cherly Dwi Qarlina, Purwanto, Fitri Wulandari, they state that the research aims to investigate the impact of social media promotion on student interest in SMA Batik Surakarta. The study seeks to assess the importance of using social media as a promotional tool and its influence on student interest in the school. Additionally, the journal aims to identify factors contributing to the impact of social media promotion and provide recommendations for future research in this area. The research methodology used is a quantitative approach with a field research method. SPSS is utilized for statistical analysis, including validity and reliability tests, simple regression, t-tests, and coefficient of determination. The study employs descriptive statistics and simple regression analysis to assess the impact of social media promotion on student interest in SMA Batik Surakarta.

Their research results state that social media promotion significantly impacts student interest in SMA Batik Surakarta, contributing 35.2% to student interest, while other external factors account for the remaining 64.8% of influence. The study also reveals that Instagram is the most popular social media platform among students at SMA Batik Surakarta. The use of social media as a promotional tool is found to have a positive and significant influence on student interest, as indicated by the analysis using SPSS 26.0. The study recommends considering other variables such as word of mouth, school quality, and school image in future research.

Connected to the author's research in this journal, there are several variables that can be applied, such as the influence of social media content and branding on interest in studying at Suryadarma University. Both studies explore the effects of social media on student interest, with one focusing on high school and the other on university-level interest. Thus, the study on SMA Batik Surakarta's students' interest can offer insights into the broader topic of social media's influence on student interest, which can be relevant to the study on interest in studying at Suryadarma University. Moreover, the SMA Batik Surakarta

study found that platforms like Instagram and Facebook play a significant role in influencing student interest. This finding aligns with the potential impact of social media content and branding on student interest at Suryadarma University, suggesting that specific social media platforms and content can influence student decisions.

Furthermore, other related studies have explored the influence of social media on student interest, such as the impact of online media utilization on entrepreneurial interest among students, the effect of social media advertising on students' decisions in choosing a campus, and the optimization of social media for attracting new students to educational institutions. These studies provide additional context and insights into the broader topic of social media's influence on student interest, which can be relevant to understanding the influence of social media content and branding on interest in studying at Suryadarma University.

Muhammad Sahid (2023), in his journal titled "Penggunaan Media Sosial Dalam Peningkatan Pendaftar Mahasiswa Baru," discusses the utilization of social media as a promotional tool to boost the enrollment of new students at the State Islamic University of Alauddin Makassar. The research employs a qualitative method with a descriptive research design. The results indicate that leveraging social media has contributed to an increase in new student registrations at the university. The study delves into the use of Facebook as a promotional tool, exploring features such as live streaming, hashtag searches, photo and album uploads, commenting with reactions, and file sharing through Facebook Messenger. The research aims to comprehend the role of social media as a promotional tool for the university and suggests further research on similar topics.

The theoretical framework inferred from this journal revolves around the utilization of social media as a promotional tool, specifically within the context of higher education institutions. The study investigates how social media platforms like Facebook, YouTube, and Instagram are utilized for promotion and information dissemination, emphasizing the features that enhance the reach of promotional activities. The findings suggest that leveraging social media features effectively supports the university's promotional activities.

In line with the research objectives of Muhammad Sahid, he states that the aim of the study is to explore the use of social media as a promotional tool to increase new student registrations at the State Islamic University of Alauddin Makassar. The research investigates how platforms such as Facebook, YouTube, and Instagram are utilized for promotion and information sharing, particularly in attracting new student applicants to the university. The study provides recommendations for the ongoing use of social media in university promotion and suggests further research on similar topics.

The research methodology used is a descriptive approach. Qualitative descriptive research involves detailing data obtained from observations and interviews with knowledgeable individuals, as well as utilizing secondary data such as existing documentation and literature reviews. This method allows for a comprehensive exploration of the use of social media for promotional purposes at the State Islamic University of Alauddin Makassar.

The study's findings emphasize that the use of social media has been advantageous for the State Islamic University of Alauddin Makassar in increasing new student registrations. The research highlights the effective use of Facebook, YouTube, and Instagram as platforms

for promotion and information sharing. The study recommends continuous utilization of social media for university promotion and suggests further research on similar topics. Overall, the findings underscore the importance of utilizing social media features to broaden the reach of promotional activities and information dissemination.

In connection with the author's research in this journal, several variables can be considered for this study, such as the use of social media as a promotional tool at the State Islamic University of Alauddin Makassar, aligning with the study on "The Influence of Social Media Content and Branding on Interest in Studying at Suryadarma University." Both studies focus on the use of social media for promotional purposes in higher education institutions, exploring effective strategies for attracting new student applicants.

CONCLUSIONS

The research emphasizes the significant impact of social media content and university branding on students' learning motivation within the academic environment of Suryadarma University. This underscores the importance of strategic social media content and branding in attracting and engaging students. The study highlights the effectiveness of social media platforms such as Facebook, YouTube, and Instagram for promotional activities and information dissemination at the State Islamic University of Alauddin Makassar. Leveraging these platforms can support university promotional activities and increase new student registrations. Both articles call for further research on the impact of social media on student interest in educational institutions, indicating the need for continued exploration and understanding of the role of social media in higher education promotion and student engagement.

Social media has a significant influence on social change in Indonesia. It provides a platform for individuals to easily access and share information, contributing to positive social changes. Acknowledging the dynamic nature of this digital landscape, Suryadarma University, as a forward-thinking educational institution, recognizes the need to comprehend and harness the potential impacts of social media and strategic branding on students' learning interests. In this contemporary context, social media transcends its conventional role as a mere communication platform, extending into a multifaceted tool for disseminating information regarding academic programs, vibrant campus activities, and shaping the overall institutional image. The centrality of a university's brand cannot be overstated in the realm of attracting prospective students and, equally importantly, in sustaining the ongoing interest in learning among enrolled students. A resilient brand identity not only cultivates a positive perception of the educational quality but also contributes significantly to the overall student experience at Suryadarma University. Furthermore, the digital sphere of social media, when populated with relevant and engaging content, becomes a dynamic space that enriches students' academic journeys, stimulates meaningful discussions, and serves as a motivational catalyst for active participation in the diverse facets of campus life.

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