

The Effectiveness of Social Media in Improving School Branding

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Abstract

Madrasah is still considered as a second choice by parents in sending their children to school. MI Salafiyah Kertijayan is a faith-based elementary school that utilizes social media such as WhatsApp, Facebook and Youtube as one of the media in building the image of the school. This article aims to analyze the effectiveness of social media in building the image of the school. This research approach is qualitative descriptive with a case study type. The research location is in MI Salafiyah Kertijayan, Buaran District, Pekalongan Regency, Central Java. This school was chosen because it has experienced an increase in the acceptance of new learners.

Keywords: Effectiveness, social media, school branding

Introduction

Information technology and communication today continue to develop rapidly, making it easier for everyone to find information or to communicate with others. The presence of the internet has brought many changes to human life, especially in the development of digital technology. According to Cultip, Center, and Broom the internet causes a very broad and profound communication change (Azeharie and Kusuma, 2014), the use of the internet in meeting information needs makes the internet a new media or new media. New media is a new development of media that has been used by humans. The internet has brought new innovations in technology, one of which is social media. Social media is a place to communicate or find information in online media. (Safriana & Samatan, n.d.)

According to Kartajaya (2008) explained that social media is a blend of sociology and technology that turns monologues (one to many) into dialogue (many to many) and information democracy that turns people from content openers to content publishers. Social media has become very popular because it gives people the opportunity to connect in the online world in

the form of personal relationships, politics and business activities.(Vernia, n.d.) The We Are Social report states that the number of active social media users in Indonesia will be 139 million people in January 2024. This number is equivalent to 49.9% of the population in the country.(*Data Jumlah Pengguna Media Sosial Di Indonesia Pada 2024 - DataIndonesia.Id*, n.d.)

Branding is an effort made by educational institutions in offering a brand (brand) that is unique and has its own characteristics. The brand is a valuable asset owned by educational institutions because a brand can provide labels or markers on a product that can help people to distinguish products from one another. (Ayunisa & Sholeh, 2022)

Educational institutions are agents of change and places to channel knowledge for successor genesis. The community will selectively choose educational institutions according to their expectations. For this reason, educational institutions try to create a good image for the community (Annur & Audina, 2019). Every parent hopes that their sons and daughters can be accepted or continue their studies at a favorite school and have good quality. It is not surprising that at the beginning of each school year parents are busy with the business of finding a school for their sons and daughters. Not infrequently parents are willing to spend quite high costs as long as their children can be accepted in schools of good quality (Sunarko, 2009). Therefore, it is necessary to build a brand image or try to get a positive brand image of the school institution.(Septian, 2022)

Image is considered important for every organization to give a good impression and provide satisfaction to customers for the achievements given by the institution. To maintain the image, school professionalism is needed to continue to pay attention to the quality of service that will be assessed by customers.(Jufri et al., 2023)

According to Wijaya (in Rohmitriasih and Soetopo, 2015), marketing activities for educational services carried out by schools can change community assessment of school quality in the long run and is a way to build the image of the school as a whole. The school's ability to make marketing strategies will determine the existence of the school as an education provider.(Kuswanto et al., 2018)

Methods

This research is qualitative using a case study approach. According to (Fadli, 2021)(Baxter & Jack, 2008) Case studies are an approach that is carried out intensively, in detail

and in depth about a matter under study in the form of programs, events, activities and others to obtain in-depth knowledge / information about it. (Fadli, 2021) This research was conducted at MI Salafiyah Kertijayan located in Kertijayan Village, Buaran District, Pekalongan Regency. This school was chosen by researchers because it has experienced an increase in the acceptance of new learners. Observation data was used to find school branding data in MI Salafiyah Kertijayan. In-depth interviews were conducted with principals, teachers, school operators and parents.

Results

Media is simply defined as a means of communication. According to experts, with a very famous phrase "medium is the message" (McLuhan & Fiore, 2001), shows that medium or media is a message that can change communication patterns, communication culture to language in communication between humans. This understanding shows complex aspects in a media and communication, that the media becomes a communication tool as interpreted in general. (Harahap & Adeni, 2020)

Someone must have various motivations in using social media. Just to communicate with others, to find out the development of something, to share information or to follow one of the current trends, namely using social media as a form of self-existence. For people who want to be recognized for their existence by the wider community through social media, they will usually use social media that is open. Because through social media, this is where we can freely and openly interact. So that the number of status updates and posts that we have is one form if we want to be widely known. (Purbohastuti, 2017)

Hia et al., (2020) said that schools must utilize technology, especially the internet and websites in conducting school marketing or school branding, this is because in the future internet technology is increasingly sophisticated and able to make it easier for schools to disseminate information attractively and make it easier for people to obtain this information. (Fahmi, 2022) According to (Sairin, 2011) schools that have appeal in this community generally have something unique, a good perception in the community, and have selling points (Budiyatmo & Iriani, 2022). in this case MI Salafiyah Kertijayan has used social media as a means to improve its image, the use of social media has been done for a long time, but the last 2 years have been getting more intense with at least once a day uploading one content. Before uploading content goes through a check and edit process first, after that it will

be uploaded on whatsapp, facebook, youtube, and tiktok. The platform was chosen for its ease of use, large number of users from young to adults, as well as its wide reach.

Conclusion

From what has been explained, MI Salafiyah Kertijayan has successfully used social media as a place to improve the image of the school, through social media whatsapp, Facebook, YouTube, Tiktok and Instagram. MI Salafiyah Kertijayan has been singing by showing fun learning methods and activities carried out so that the image of the school can be widely known well even to foreign countries such as Singapore and Malaysia. The success rate in using social media can be seen from the number of new student interpreters who reached up to 102 registrants, this figure increased by 64% from last year which was around 65 registrants.

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