

Exploring the Digital Literacy in the field of education: How lower secondary schools use Instagram for promotion in the Indonesian city of Yogyakarta

Maria Yunita Franayanti¹, Saliman², Wardana Amika³

{mariayunita.2021@student.uny.ac.id¹, salimanjaper@uny.ac.id², a.wardana@uny.ac.id³}

Department of Social Studies Education, Faculty of Social, Law and Political Sciences, Universitas Negeri Yogyakarta¹, Department of Social Studies Education, Faculty of Social, Law and Political Sciences, Universitas Negeri Yogyakarta², Department of Social Studies Education, Faculty of Social, Law and Political Sciences, Universitas Negeri Yogyakarta³

Abstract. There is a sufficiently well-established awareness to equip and familiarize young generations with digital literacy skills. Discussion about digital literacy and the use of digital technology in education has so far been limited in the development and implementation of learning. The purpose of this research is to look at the quantity and quality of content in promoting student acceptance through digital media, in this case, Instagram media. The study used the ethnographic method with data involving the Instagram accounts of 65 junior high schools in the city of Yogyakarta. The data used in the study included Instagram activity, number of followers, and content on PPDB posts. The results of this study indicate that as many as 80% of schools actively use Instagram as a promotional medium, 69% of junior high schools in Yogyakarta only have followers whose range is less than 2000, and only 40% of the number of schools displaying offers and advantages. The promotion carried out by schools in Yogyakarta City Middle School is enough to illustrate that education is now increasingly literate in technology. Digital products that are usually only used as learning tools are now starting to be used for other operational purposes, in this case, schools

Keywords: digital literacy, Indonesian education, education promotion

1 Introduction

The use of digital technology in various fields has developed a lot, including in the field of education and learning in Indonesia. There is a sufficiently well-established awareness to equip and familiarize young generations with digital literacy skills. In addition, increasing the use of ICT is expected to be able to create a culture of literacy. This literacy culture greatly influences and plays an important role in producing an intelligent society and will also form a quality nation ((Ginting, 2021). However, digital literacy in the management of education in Indonesia still needs to be improved. The need to improve quality and use of digital technology products is urgently needed in the development of education in this country; considering the vast area, the very large number of students, and the differences in the quality of school resources and infrastructure from urban to rural areas (Waruwu, 2021). Discussion about digital literacy and the use of digital technology in education has so far been limited in the development and implementation of learning; such as making a learning management system with e-learning because according to research results that when compared to conventional learning this learning system is more flexible and interactive (Suryati, 2017: 65), mutated modules/teaching materials because, with this digital-based teaching material, it will foster attitudes, interests, and skills in using digital technology to seek, manage, collect, analyze, evaluate, construct knowledge, communicate actively and effectively to participate in society (Setiadi, 2022: 3355), and learning media that integrates with digital so that learning more fun and varied (Hendraningrat, 2022). Meanwhile, in-depth studies of the use of digital technology as well as digital literacy in general in school management – such as admission/acceptance of new students, policy/program and curriculum information, communication between schools and students/parents, and other announcements – have not received much academic attention. deep.

Digital literacy is currently a necessity for the realization of educational operations (Sumiati & Wijonarko, 2020). In this aspect digital is used not only for learning but also for other educational support activities, one of which is promotional activities. In promotional activities, digital literacy is not only related to how to use it but also includes an understanding of the impact it has (Gilster in Supriatna: 2022). Promotion using digital will provide the power of media which will form a message that influences the audience, one of which is by forming attractive digital content (Pramono, 2018). Doing promotions digital will make it easier to access in introducing the services you want to offer. The existence of this digital promotion is also a means of connecting well with consumers, in this case, prospective students and parents. Based on the results of a survey by the Indonesian Internet Service Providers Association (APJII), there are 210.03 million internet users in the country in the 2021-2022 period. That number increased by 6.78% compared to the previous period which amounted to 196.7 million people. This also makes the internet penetration rate in Indonesia 77.02%. Content that is frequently accessed is social media as much as 89.15%. 'We Are Social' (in Puspitarini, 2019) Among the many types of social media, the social media that Indonesians are currently interested in include Youtube, Facebook, Instagram, and Twitter. The social media used to promote schools, in this case, is Instagram. According to Indonesian data, Indonesia has 97.38 million Instagram users in October 2022. The high number of Instagram users has prompted many people to promote via Instagram.

Instagram media is increasingly in demand by many people because its use is not only for personal gain but also for marketing activities. Henderi, et al in Purbohastuti, Arum W (2017) explain that social media is a social networking site, for example, a web-based service that allows each individual to build a public or semi-public profile in a restricted system, a list of other users with whom they will connect, and view and explore their list of connections made by others with an existing system. The existence of social media makes it easier to provide detailed information relating to details of registration procedures, registration requirements and offers given to the costs required to study education.

This research focuses on digital prowess in managing information and communication media for junior high schools in the city of Yogyakarta. In a city known as the 'student city', competition between schools is very high. According to the City Education Office, junior high schools in Yogyakarta consist of 18 public schools and 48 private schools; with the number of students around 165,240. Competitive competition provides an advantage to distinguish one school from another so that schools continue to promote services with competitive strategies that make them superior to other schools. Schools must achieve sustainable competitive advantage to show the school's efforts in the long term to maintain excellence in the world of education.

Intense competition in the world of education today has changed the focus of education management, from just being a tool to serve the educational process institutionally, how to turn users of education (user education) into customers of education (customer education). These changes require the marketing concept of educational services to understand the symptoms of these developments. The need for marketing to be applied in the world of education is a logical consequence to respond to the impact of globalization that continues to grow. The presence of the marketing paradigm is not intended as an effort to commercialize education, but rather as a strategy for educational institutions, so that they continue to exist in responding to challenges and changing times that continue to grow, change, and develop (Labaso, 2018). To examine this, research focuses on the use of Instagram for junior high schools in the city of Yogyakarta to look at the quantity and quality of content in promoting student acceptance through digital media, in this case, Instagram media.

2 Research Method

The study used the netnographic method with data involving the Instagram accounts of 65 junior high schools in the city of Yogyakarta. The data used in the study included Instagram activity, number of followers and content on PPDB posts. The focus of data analysis on PPDB posts is related to the promotion and registration of new students. The reason for the focus on this post is because PPDB is related to communicating the school's vision and mission more specifically. Posts that are information about routine school activities are not discussed in this study. This research analysis was carried out for a month in December 2022.

3 Result And Analysis

- a. Quantitative data of Schools' Instagram accounts

The results of the analysis show that (the number of) 65 junior high schools in the city of Yogyakarta have Instagram accounts in 63 schools. As many as 80% of schools actively use Instagram as a promotional medium. The activity of this user is due to updating posts every moment and every time so that many activity posts are displayed. 5 schools don't actively use Instagram even though they have accounts but the posts that are updated are old posts before the last three years. Of the total schools in SMP Kota Yogyakarta, there are 8 schools that don't even use Instagram at all. This is because not all schools use Instagram as a promotional medium.

Table 1. Activity of Middle School Instagram Accounts in the city of Yogyakarta

Instagram usage	Number of Schools	Percentage (%)
Active	52	80
Not active	5	8
Do not use	8	12

Table 2. Recapitulation of the number of followers of junior high school Instagram accounts in the city of Yogyakarta

Instagram usage	Number of Schools	Percentage (%)
0 - 2000	45	69
2000 - 4001	9	14
4001 - 6001	1	1
6001 – 8000+	1	1

The number of Instagram followers plays an important role because the more followers there are, the more likely they are to be interested in the content published by the school. 69% of junior high schools in Yogyakarta only have followers with a range of less than 2000 and followers with a range of less than 4000 as much as 14%. It can be assumed that the school has not fully maximized the use of Instagram as the main media in promoting the school. In addition, the content displayed by the school is not interesting to watch, so it is only limited to certain people. The level of digital literacy is increasing every year and the number of social media users currently has not reached the realm of education as a whole. When compared to other educational institutions such as official tutoring, the number of followers the school has is far behind. The number of formal education followers should be more than other non-formal educational institutions. It can be concluded that the management of digital promotion for non-formal education institutions is better than formal education.

Table 3. Recapitulation of SMP Instagram Account Posts in the City of Yogyakarta

Promotional Topics	Number of Schools	Percentage (%)
Profile Update	54	83
Feed Story	22	34
PPDB Promotion	38	58
Offers and Benefits	29	45
Registration Procedure Information	26	40
Quota	9	13

The style of school promotion using Instagram is quite diverse, although some schools promote it the same way. In updating school profiles, there is already quite a lot of 83% of the number of schools that have completed their school identity and social media links. In the contents of the story feed on Instagram, not all schools complete the promotion with additional story feeds about PPDB. Only 34% of schools complete promotions with feed stories. Some schools that don't have story feeds on their Instagram are probably due to the lack of human resources in managing Instagram or their inability to design further PPDB promotions. In today's era of all technology, more people should understand editing for variations of posts to make them more interesting. However, there is very little PPDB promotion, only 58% of schools promote the acceptance of new students. This is possible because not all schools use Instagram as a means of school promotion. In PPDB posts, not all schools display attractive offers and advantages that schools have. If the school does not display this, it may be because the school's offerings are limited and there are also no attractive advantages that they can offer. Information on registration procedures should be the main topic for display in PPDB posts, but not all schools display details. There are only about 40% of schools that display complete procedures. This school does not display the procedure, possibly because the school wants to make it easier so it doesn't require a lot of files from applicants. In PPDB posts, several schools display the required quota. The average school showing a quota is a public school because this is usually related to the zoning system which is still in effect today. Schools that do not display quotas such as private schools do not display quotas because there are likely to be many quotas and are not tied to zoning.

b. Qualitative data of Schools' Instagram accounts

In the previous presentation, several school promotion topics were explained, one of which was in the PPDB post, several schools displayed the offers and also the advantages possessed by the school. The many offers and advantages displayed by several schools are added value for post readers. This is related to the variety of offers and advantages, so it needs to be divided into several topics because this information is very important which will then be considered by the community in choosing a school. Based on the analysis on the Instagram account, it shows that there are 4 topics that can differentiate the offers and advantages that schools have which are presented in the following table. The offers and advantages offered by schools are very diverse, so it is very necessary to classify them

Post Topic	State Junior High School	Islamic Private Middle School	Christian/Catholic Private Middle School	Non-Religious Affiliated Private Middle School
Academic-Curricular Promotion Information	Contains (i) general education policies (child-friendly, adiwiyata, gender); (ii) the curriculum used (K. Merdeka and K-13); (iii) developing student skills (entrepreneurship)	Contains (i) general education policies (adiwiyata, child-friendly, gender, pioneer of animal love, literacy, health) (ii) curriculum used (K-13, Merdeka, Tsanawiyah-Kemenag, International/Cambridge); (iii) school flagship programs (Tahfid Quran,	Contains (i) general educational policies (child-friendly, inspirational); (ii) the curriculum used (K. Merdeka and K-13); (ii) school flagship programs (English/Mandarin, student	Contains (i) general education policy (Ki Hajar Dewantara's pilot, cultural perspective, leadership); (ii) the curriculum used (typical for natural schools, K-13); (iii) flagship program (Tahfid Quran); (iv) developing student skills

		Arabic/English Foreign Languages, International Programs, Science and Technology); (iv) learning innovations (moving class, hybrid learning, bilingual class); (iv) developing student skills (character/personality, information technology skills, entrepreneurship.	exchange); (iii) Learning Innovation (moving class, hybrid learning, bilingual class, outing class)	(character/personality)
Extracurricular Information	Includes (i) Krida (Scout, Tonti, PMR) (ii) Scientific work (conversation) (iii) Talent sports (sports, music, sound, dance)	Includes (i) Krida (Scout, Tonti, PMR) (ii) Scientific work (Youth Researcher, Science Olympiad Clinic, Religion) (iii) Talent sports (sports, music, journalism, iqra, dance, modeling, graphic design, E-Sports, Cooking)	Includes (i) Krida (Scout, Tonti) (ii) Scientific work (youth scientific work, science club, electronics science, conversation); (iii) Talent sports (sports, journalism, music, dance, multimedia sound, graphic design)	Includes (i) Krida (Scout, Tonti) (ii) Scientific work (conversation) (iii) Talent training/exercise (sports, music, journalism, iqra, dance, modeling, horse riding, archery, bamboo rafting, outbound)
School Fee Information	There isn't any	Include (i) registration fee; (ii) entrance fee; (iii) SPP; (iv) voluntary donations (infag); (v) Subsidies/scholarships (KMS, KIP, JPD, BOS, PIP/PKH, Foundations, Schools, foster children); (vi) Re-registration	Just load the registration fee	Contains (i) registration fee; (ii) SPP; (iii) Scholarships/subsidies (KMS)
School Facility Information	Includes (i) Complete Education Facilities	Includes (i) Islamic boarding schools; (ii) Complete Education Facilities; (iii) beautiful and comfortable environment; (iv) Malioboro Cultural Area; (v) Internet; (vi) Music Studio; (vii) Life Insurance; (viii) Religious Facilities; (viii) Doctor on Duty	Includes (i) Complete educational facilities; (ii) beautiful and comfortable environment; (iii) Girls dormitory; (iv) Malioboro Cultural Area; (v) music studio	Includes (i) complete educational facilities; (ii) outbound; (iii) horse riding; (iv) archery

The majority of people in Yogyakarta are Muslim so Islamic institutions compete to establish superior Islamic private schools. The number of schools and their students is more than that of other affiliates. The enthusiasm of the community to take religion-based education, especially Islam, has strengthened competition between schools affiliated with Islam. This may be what makes private Islamic schools superior to other affiliated schools. In terms of promotion management via Instagram, Islamic private schools are more active than Christian/Catholic private schools. Evidence of seriousness in carrying out promotions is shown by postings that display more advantages. State schools tend to be passive compared to other affiliated schools. This may have happened because of the zoning system, free of tuition fees and more well-known and even favorites so that they become a reference for the community to send their children to school.

The focus of PPDB posts is more on the offers and also the advantages possessed by schools, especially Islamic private schools which are more daring to display their strengths. The school always tries to introduce it to the community so that it is increasingly known and in demand. The contents of the PPDB posts that are displayed are ideal by adding offers and advantages so that people are also more enthusiastic about finding out and are interested in registering. However, many posts still appear monotonous by only displaying the registration path, registration procedure, and contact person. Even though the promotion of PPDB can be more interesting if there are more testimonials from alumni posted because the influence of alumni is greater in capturing new students. Competition between schools in the world of education cannot be avoided because every year there will be competition in accepting new students. Private schools are faster in implementing promotional strategies to maintain the number of students according to their goals. Private affiliate schools will be the most crucial compared to other schools in business to attract the interest of the community, which hopefully will have a direct impact on increasing the acceptance of new students at the school. In the current era, social media is considered one of the school's strategies in promotion which has a strong impact on efforts to increase the acceptance of new students amidst the increasing competition among schools today.

Today's social media, especially Instagram, is not only used for personal gain but is also used for promotional activities. Instagram media is in great demand by people from all walks of life. Instagram is a social media that has a very important role because the presence of this media makes big changes in the delivery of messages (Nataprawira & Triwardhani, 2022). At present, Instagram users for promotional and communication activities are also very good and continue to be, this is evident from the active number of Instagram users for junior high school promotions in the city of Yogyakarta, which is 80% of the total number of schools. Promotions using Instagram media are now in great demand so many enthusiastic people have lots of followers so that the content they present will be of great interest to the public.

A large number of followers will make the network on Instagram wider so that posts made can reach many accounts. However, not many schools have more than 8000 followers so posts are limited to viewing. At a glance, it can be seen that not all schools are actively using Instagram, so apart from having limited followers, not all schools are actively updating posts related to promotions. It is possible that this happened because schools are still more active in using conventional promotions. In an all-digital era, it should make it easier for individuals or institutions to be more active in using social media as a promotional medium. Even though Instagram users are quite high, especially in educational institutions, they have not optimally understood this digital literacy for promotional purposes.

Nowadays, anyone can become a medium for disseminating information by utilizing social media which will make it easier for anyone to access wherever and whenever. Many social media are the choice for carrying out promotional activities, in this case, more schools actively use Instagram for promotion. The use of Instagram as a promotional medium for several schools is an option because of the low cost and fast information dissemination. The information that is disseminated via Instagram varies quite a bit, starting from writing or photos and videos depending on the creativity in making a post. The active use of Instagram indirectly affects the number of followers because the posts submitted by the school are not only in the form of promotions but also activities organized by the school so that it will further increase public confidence as expected. The existence of digital media has made schools that were only known by a few people widely known because social media can be a fast disseminator of information. In the era of global competition, including the field of education which is very tight and competing to get more students, this makes schools spur every education provider to try to improve the quality of management in it so that it is of higher quality that it can compete with other schools (Ansor, 2018). Quality is one of the main factors of competitive advantage so that the institution has proper management for the interest of many people. Social media is one of the tools to help complement the needs of schools in carrying out promotional activities. Currently, digital literacy is not just an understanding of mastery of technology but is a mandatory capability so that it is increasingly able to compete with other educational institutions. The number of schools that are 80% active using Instagram media also indicates that the institution's ability in digital literacy is quite good. However, they have not fully used Instagram which is most likely because school HR does not yet have maximum insight into more modern marketing, namely using digital media.

Completely digital promotions should be utilized more because access is easy and fast. Interesting and quality content is one of the important aspects to be able to continue to grow. Consumer attitudes toward marketing communications will have a positive impact if the message conveyed is good, interesting, complete, and informative, the content of the message/information conveyed, the images displayed, and the source of the message used (Andharini, 2016). Posts on Instagram for junior high schools in the city of Yogyakarta are quite interesting, although some posts have not optimally displayed advantages or offers to further attract people's interest in registering. Posts on Instagram aim to convey information clearly to the public, so an interesting strategy is needed to be able to make an interesting publication to display. Social media with interesting content can help educational institutions, in this case, schools, achieve their goals. Communication through social media is implemented by schools to help schools introduce their qualities to the community.

Educational institutions, in this case, junior high schools in Yogyakarta, are intensively promoting to get students. Islamic private affiliated schools are trying to display the advantages possessed by the school so that it is increasingly in demand by the community so that students are also getting more and more. However, it is different from Christian/Catholic and non-religious affiliated schools which try to promote schools but are not optimal. This is evidenced by PPDB posts which are still limited to general information and have not been detailed in conveying advantages to make them more attractive. State-affiliated schools continue to carry out promotions even though they do not detail their advantages because state schools without doing this will still have students. Public schools will still be the main choice for the community because of their low cost and even free and the quality they have. For people whose economy is middle to lower, they will make public schools the main choice for studying. However, times have changed so that the cheap cost of education is not everyone's first choice. Affiliated schools other than state ones make continuous efforts to attract public interest by maximizing quality so that not a few people also run to these affiliations even though the education costs are higher.

Many school education institutions, especially private schools, are quite competitive in finding students so not a few schools continue to maximize promotions to stabilize the number of students. The large number of schools makes people increasingly faced with many choices in choosing. Schools continue to compete in making schools of higher quality in demand, therefore schools continue to make the best promotion possible through social media. Promotion through digital media is only a complement to the method that has already been made. School activity in managing Instagram is not fully maximized. There are still several schools that have Instagram just as a formality. Not all schools are aware of the importance of digital literacy in school management and do not only focus on abilities in learning. Thus, because most junior high schools in Yogyakarta City have not fully implemented the full potential of digital tools, they are not fully benefiting from digital developments themselves.

4 Conclusion

Digital literacy is not only limited to knowledge that must be owned by all generations of the nation, but has become a primary need. This ability will encourage us to be more creative and innovative in producing an idea or notion. Mastery of technology will also facilitate all work and will even help in solving human needs. The promotion carried out by schools in Yogyakarta City Middle School is enough to illustrate that education is now increasingly literate in technology. Digital products that are usually only used as learning tools have now started for other operational purposes, in this case school promotion. Promotion through digital media has been used more and more so that each school institution tries to display advantages and offers that can attract public interest. Communication using digital media is an alternative that schools can use to be able to convey the advantages that schools have. One of the most popular social media used by all walks of life is Instagram. It is hoped that the use of this media will not only be a formality but will become a medium that will encourage people to continue to develop and be literate about technology.

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