

The Effectiveness of Social Media at Uny Gunungkidul as A Promotional Media for New Students

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Abstract. The UNY Gunungkidul campus was built in 2020 with the aim of leveling and improving the quality of high school education in DIY. The opening of the UNY vocational campus in Gunungkidul shows an opportunity because there is no public campus in the district. In the midst of the COVID-19 pandemic, UNY used several media to carry out promotional activities with all limitations. Despite the various limitations, UNY has intensively promoted through social media. This research used a qualitative descriptive approach. The technique of determining the informants was selected using purposive sampling. Researchers conducted research through the stages of observation and interviews. From the research results, it can be seen that UNY Gunungkidul uses 5 social media platforms in conducting promotions, namely Instagram, Twitter, Youtube, WhatsApp and Facebook. WhatsApp, Instagram Live and Youtube Live are the platforms most often used by students to find more information.

Keywords: Social Media, Promotional Media, New Students

1 Introduction

The activity of new student admissions is one of the annual routine activities as a medium to get prospective new students. Yogyakarta State University (UNY) is one of the universities in Yogyakarta that opens a pathway for student admissions through achievement and written exams. The UNY Gunungkidul campus was built in 2020. The newly established campus is located in Kepuh, Semanu, Gunungkidul aims to equalize and improve the quality of high school education in DIY. The opening of UNY vocational campus in Gunungkidul shows an opportunity because there is no public campus in the district. In the first batch of 2020, campus UNY Gunungkidul has a capacity of around 600 students. UNY Gunungkidul opened 6 study programs, namely Teknik Elektronika, Tata Boga, Tata Busana, Akuntansi, Administrasi Perkantoran dan Manajemen Pemasaran. In the midst of the COVID-19 pandemic, UNY used several media to carry out promotional activities with all limitations.

Harold D. Laswell describes the function of the media can be divided into three. First, the media has a function as a provider of information to the public at large about things that are beyond their reach. Second, the media functions to select, evaluate, and interpret the information obtained. Third, the media functions to convey socio-cultural values and heritage to the community [1–3].

One of the media used for promotion is through social media. In the midst of the limitations of the COVID-19 pandemic, UNY is aggressively promoting through social media.

Currently, most universities and educational institutions have carried out promotions using digital marketing through social media in a certain capacity [4,5]. Some of the social media used are WhatsApp, Facebook, Instagram, Twitter and Youtube. This was done to introduce the campus located in Gunungkidul and to attract the attention of new students. Location of UNY Gunungkidul dictionary which is relatively far from the city center of Yogyakarta makes social media also used as a forum for information for new students who are confused about obtaining registration information, activities, and the latest information related to UNY Gunungkidul. This is what attracts researchers to find out the effectiveness of social media at UNY Gunungkidul as a promotional media for new students.

1.1. Social Media

This social media application, if classified differently according to its scope and function, such as: a site that focuses on professional networking, focuses on sharing photos and videos, and sharing knowledge [6]. The following is data on social media users in Indonesia in 2020:

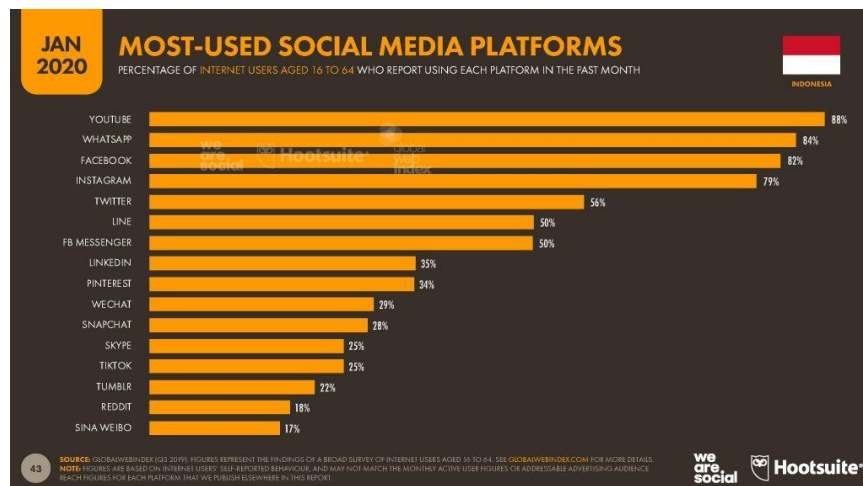


Figure 1. Social media user data in 2020

The types of social media that are most often used in Indonesia are:

1. Youtube

Youtube itself is a social media that allows its users to view, send, and share videos. Based on data compiled from We Are Social, it has been recorded that 88% of Indonesians have used the social media Youtube.

2. WhatsApp

In second place, the type of social media most widely used by Indonesians is WhatsApp. Whatsapp or commonly referred to as WA is a social media chat without using a fee, but it is enough to only use an internet connection. Compiled from We Are Social data, it has been recorded that 83% of Indonesians have used WhatsApp social media.

3. Facebook

Facebook is a social media application that can be said to be complete because we can communicate with other people, share videos, create a group or association, make a schedule

together, and so on. Based on data compiled by We Are Social, there are 82% of Indonesians who use Instagram social media.

4. Instagram

The next type of social media used by Indonesians is Instagram. Instagram or Indonesian people often call it by the abbreviation IG is a social media that allows users to share photos and videos and create short stories on the stories feature. Based on data compiled by We Are Social, it was recorded that 79% of Indonesians use Instagram social media.

5. Twitter

The type of social media that most Indonesians use is Twitter. Twitter is a social media that allows its users to send and read text messages of up to 200 characters or more commonly known as chirps or tweets. Based on data compiled by We Are Social, it has been recorded that 54% of Indonesians use Twitter as a social media.

6. Tik Tok

TikTok is a social networking service where you can share short videos that feature music in the background and can be edited such as speed up, slow down, or add new filters. As an application that has 25% of Indonesian active users, Tik tok can not only be used to make personal videos. But you can also do a duet with friends you choose to make interesting videos.

7. Line

The next type of social media is Line. Line is an original Japanese social media that allows users to communicate, create a group or association, save images and videos, and the sticker feature in this application makes Line social media more attractive.

Promotion

Sales promotion is a marketing activity that proposes the added value of a product or service within a certain period of time in order to encourage consumer purchases, sales effectiveness, or encourage the efforts of the sales force [7]. Promotion is part and process of marketing strategy as a way to communicate with the market by using the composition of the promotion mix "promotional mix" namely Advertising, Sales Promotion, Public Relation and Publicity (public relations), personal selling, and direct marketing.

Promotion Purpose

The objectives of the promotion are:

- To disseminate information on the company's goods or services to the market
- To get new customers and maintain customer loyalty to buy and use the company's products or services.
- To increase sales so that the company's revenue will increase,
- To differentiate and excel the company's products compared to competitors' products.
- To form the image of the product or service as well as the company's name in the eyes of consumers.
- To change consumer behavior and opinions

Therefore, this study was made to determine the effectiveness of social media as a promotional medium for the vocational campus of UNY Gunungkidul. This is related as a reference for university managers in formulating promotional strategies related to the admission of new students to the vocational campus in Gunungkidul

2. Method

This research use descriptive qualitative approach. Descriptive qualitative research is basically only to examine one variable whose result is a description of the phenomena that occur in the field. The data collected is in the form of words, pictures, and not numbers [6].

This method is used to provide guidance to researchers when they are in the field. The purpose of qualitative research is to describe the situation in the field empirically so that the phenomenon under study can be analyzed in detail and depth. Qualitative descriptive research is used because it is considered the most appropriate to describe the reality in the field. In this study, the informant determination technique was selected using purposive sampling. This can be seen from the sample selected as informants based on certain considerations who are able to provide data and information needed by researchers. The informants selected in this study were the Admissions section of UNY, students and media promotion staff of UNY Gunungkidul. Because the results and discussion are rather difficult to distinguish, the researchers used several stages to obtain them, including:

a. Observation

Before the researcher went into the field, the researcher decided to interview an informant. From there, the researchers made initial observations so that researchers would know more about the object, condition and how the conditions in the field were.

b. Interview

After knowing the conditions in the field, the researchers conducted interviews with respondents. Researchers have prepared several questions related to the things studied. After obtaining data in the field, it is processed using data triangulation so that the results are obtained in accordance with those in the field.

This study uses a descriptive qualitative approach [8]. This type of qualitative descriptive approach describes the conditions as they are, without giving treatment or manipulation to the variables studied [8]. Subjects and objects that become the center for obtaining information related to the issue of Standardization of Child-Friendly School Infrastructure Facilities are the principal, teachers/educational staff, and schools. Qualitative research intends to understand phenomena by describing what is experienced by research subjects in descriptive form in a natural context and utilizing various scientific methods. Data collection techniques using Observation, Documentation, and Interviews. Test the validity of the data using Data Triangulation. The analysis technique uses data reduction, data presentation, and conclusion drawing. The research was carried out in stages, the first stage was carried out for 2 (two) days at SMP N 1 Slawi to be exact starting on Monday - Saturday, January 3 to 8, 2022, then carried out research at SMP N 1 Pangkah on Monday - Saturday, January 10 to 15 2022 .

3. Discussion

This shows that the promotion of digital marketing plays an important role for a campus to be able to attract the interest of prospective students. With promotion from a good social media side, it will result in student decision making who chooses the campus, especially UNY. In the journal User Participation of Social Media, five main characteristics of social media are mentioned:

a. Participation is an action oriented towards user involvement in using social media, in the form of frequency of visits and duration of use.

b. Openes, a condition when social media access information and share certain content seamlessly.

c. Conversation, is the rapid spread of conversation due to the ease of access to the net that occurs on social media.

d. Community, which is an alternative mechanism for individuals or organizations to form communities that have the same interests that are formed in social society.

e. Connectedness, social information has viral characteristics, this condition makes it easy for users to connect with one another.

Based on this theory, it is known that the characteristics of the most effective social media as a promotional media are those that have these five characteristics. Of the five characteristics, it is then adjusted to the various features that each social media has. This is because each social media has its own characteristics to convey messages to followers, in the form of short messages or messages that contain selling or promotional value. The following will explain the various social media used by campus UNY Gunungkidul:

- a) Facebook is a social networking site that makes it easy to share with friends or family. Facebook has the advantage where users can upload photos or videos. This is the main attraction of Facebook, so that many users use various application facilities on Facebook to make friends, establish work partners, create community groups, to promote goods or services. Facebook is also used as a promotional media to introduce UNY Gunungkidul. One of them is by uploading the UNY Gunungkidul pamphlet on the Facebook platform. Then the content is added to the paid features of Facebook Ads so that it appears automatically on Facebook users' pages.
- b) Instagram is a photo and video sharing application that allows users to take photos, videos and apply digital filters and share them to various social networking services, so that many users use it as a medium for promoting goods or services. Not to be outdone, UNY Gunungkidul also uses social media Instagram as a promotional media. Although UNY Gunungkidul's Instagram account is not regularly active, prospective students can see the latest updates about UNY Gunungkidul through the @unyofficial Instagram account. In addition to sharing the latest info, the @unyofficial Instagram account also often uses Instagram Live features as a means of closer discussion with followers.
- c) Youtube is a website that contains various kinds of video sharing in order to accommodate its users so that they can load, watch, and share video clips for free. The Youtube platform is also used by UNY Gunungkidul as a means of information media. Currently, UNY Gunungkidul does not yet have its own official account, so media promotions are usually done through UNY Official account. UNY Official, which has 33,900 subscribers, often shares videos aimed at promoting campus activities. One of the programs used as a media to promote new student admissions is UNY Wae Talk. Even though UNY Gunungkidul does not yet have a Youtube account, if you look more specifically, you can see that there are already many accounts showing the situation on campus UNY Gunungkidul. One of them is Gick Sugiyana's account. Gick Sugiyana's account uploaded a video about the situation on the campus located in Semanu, Gunungkidul. The video uploaded on March 31, 2021 has been viewed more than 11,400 times. In addition, there are other videos uploaded by Anggi Namara and Inside Gunungkidul accounts. Anggi Namara's account also uploaded a video about the situation on the UNY Gunungkidul campus. The video, which was uploaded on January 12, 2022, has been viewed 580 times. The latest upload from the Inside Gunungkidul account uploaded a video on April 5, 2022 with more than 493 views.
- d) WhatsApp is social media in the form of chat is one of the most effective media as a promotional medium. WhatsApp users can ask directly about information about campus UNY Gunungkidul to the contact person listed on the pamphlet. This social media can also be private because conversations on WhatsApp occur between 2 users only. In addition, this social media is considered the most effective because it has a feature that can carry out group conversations so that in one conversation room it can accommodate many users. This makes it easier for users to be more flexible in providing and obtaining

information. WhatsApp groups are also used as a means to gather new students who have problems getting information about the UNY Gunungkidul campus.

- e) Twitter is an application part of a blog that is designed for users to answer "what's happening" questions contained in the Twitter timeline (screenplay). Twitter users can write anything in their posts with a limit of 140 characters. In addition, Twitter is also often used as a medium for promoting a product or service. Although UNY Gunungkidul does not yet have its own twitter account, promotion media usually uses the @unyofficial twitter account. This account, which has more than 22,000 followers, is active in sharing the latest info on campus activities. According to the results of the study, Twitter is still considered less effective as a promotional medium. This is because the Twitter features are limited so that there is less 2-way interaction with their followers. So far, my Twitter @unyofficial has only been limited to uploading information on campus activities, promotional brochures and answering questions from followers through the comments column.

In this study, it is known that Instagram is considered the most easily accepted social media among young people. However, in terms of account ownership, UNY Gunungkidul's Instagram social media does not appear to be managed properly. The appearance is still very simple and neglected. So far, prospective new students are looking for more information through the official UNY Instagram account @unyofficial. Accounts that are followed by 170,000 followers (as of April 30, 2020) are considered to have more up-to-date information regarding new student admissions. This is because a lot of the latest information has been uploaded by the @unyofficial account rather than the @unygunungkidul account. In addition, from the results of the study, it was found that many students of UNY Gunungkidul were less aware of the campus's social media accounts. They admit that more information is obtained from friends, relatives, teachers, schools or even from the @unyofficial account. The lack of management of the social media account @unygunungkidul can be seen from the number of followers, only 113 followers with 2 posts. Respondents acknowledged that this account had minimal information regarding New Student Admissions (PMB), class schedules, and other activities.

The results also show that new students get a lot of information about lectures and campus activity schedules through WhatsApp groups. The group was deliberately created by seniors to make it easier to distribute various information to new students. The students also revealed that information via WhatsApp groups was more effective than via Instagram direct messages. This is because they are more able to share information more widely with other students. According to the research results, the limitations of features on Instagram are the reason new students get more info from WhatsApp groups. On the other hand, the students acknowledged that social media has a role to play in getting initial information about campus UNY Gunungkidul which was just opened in 2020. Unfortunately, the official account of campus UNY Gunungkidul is still not managed properly, so students get more information from their accounts. @unyofficial and their batch whatsapp group. In addition, the role of the environment is also considered as a factor for students to choose campus UNY Gunungkidul. Environmental factors in question are friends, family, teachers and schools.

This shows that social media contributes to purchasing decisions. At the same time, this can be a special concern for campuses that want to be more widely known and chosen by prospective students by increasing promotion from the social media side.

4. Conclusion

In this study, it can be concluded several things regarding the effectiveness of social media at UNY Gunungkidul as a promotional media for new students that UNY Gunungkidul uses 5 social media platforms in its promotions, namely Instagram, Twitter, Youtube, Facebook and WhatsApp. Furthermore, WhatsApp, Instagram Live and Youtube Live are considered as promotional media that are considered the most effective in conveying information. Then Gunungkidul's social media that has not been managed properly is considered an obstacle for new students in obtaining the latest information.

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