

Educational Institution Digital-Based Marketing Strategy; Through Social Media

Mahmud MY¹, Fadlilah², Shalahuddin³, Fransisko Chaniago⁴, Suci Fitriani⁵,
Sri Ramdayeni Sakunti⁶

^{1,2,3,4,5}Islamic Educational Management, Universitas Islam Negeri Sulthan Thaha Saifuddin Jambi,
Indonesia

Email mahmudyasin@uinjambi.ac.id¹

ABSTRAK

Institusi pendidikan harus terlibat dalam pemasaran karena menjadi wajib. Fungsi pemasaran lembaga pendidikan harus dilaksanakan dengan tujuan untuk meningkatkan reputasi lembaga dan menarik siswa baru. Media sosial memainkan peran penting dalam pemasaran sebagai platform jaringan. Hal ini disebabkan potensi fungsi komunikasi dari media sosial. Oleh karena itu, sebuah lembaga pendidikan harus menerapkan strategi pemasaran untuk menjaga dan menarik perhatian orang tua dan masyarakat dengan menerapkan strategi pemasaran berbasis digital melalui media sosial. Tujuan dari penelitian ini adalah untuk menyelidiki dan mengevaluasi metode pemasaran digital berbasis media sosial untuk lembaga pendidikan di Madrasah Tsanawiyah Raudhatul Islamiyah. Penelitian ini menggunakan pendekatan kualitatif yang dipadukan dengan teknik analisis deskriptif. wawancara langsung dengan pihak-pihak penting, antara lain guru, pejabat sekolah, dan pengelola media sosial. Hasil penelitian menunjukkan bahwa media sosial berupa Facebook, Instagram, dan Youtube dimanfaatkan untuk mempromosikan lembaga pendidikan di Madrasah Tsanawiyah Raudhatul Islamiyah. Sedangkan Whatsapp digunakan untuk menjawab pertanyaan dari wali dan calon wali siswa yang digunakan sebagai media untuk berkomunikasi secara langsung guna melakukan pendaftaran calon siswa melalui online.

Kata Kunci : Strategi pemasaran, lembaga pendidikan, media sosial

ABSTRACT

An educational institution must engage in marketing as it becomes mandatory. An educational institution's marketing function should be implemented with the intention of improving the institution's reputation and attracting new students. Social media plays a significant part in marketing as a networking platform. This is due to the potential communication function of social media. Therefore, an educational institution must implement a marketing strategy to keep and pique the attention of parents and the community by implementing a digital-based marketing strategy through social media. The goal of this study is to investigate and evaluate social media-based digital marketing methods for educational institutions at Madrasah Tsanawiyah Raudhatul Islamiyah. This study used a qualitative approach combined with a descriptive analysis technique. direct interviews with important parties, including teachers, school officials, and social media managers. The study's findings demonstrate that social media in the forms of Facebook, Instagram, and Youtube are utilized to promote educational institutions at Madrasah Tsanawiyah Raudhatul Islamiyah. Whereas Whatsapp is used to answer questions from guardians and prospective student guardians which is used as a medium to communicate directly in order to register prospective students via online.

Keywords: Marketing strategy, educational institutions, social media.

1. INTRODUCTION

In today's world of education, competition is fierce, and many schools, both public and private, offer advantages such as excellent facilities and qualified teachers. Consequently, educational institutions must be able to compete in the marketing of their educational institutions (Tihalimah, 2021).

There are numerous techniques or methods that can be employed as a strategy in marketing science. The most appropriate method, however, is the one that best meets the demands and circumstances of educational institutions. Marketing tactics used by educational institutions vary. In the marketing mix, some educational institutions are dominating, while the remainder are various parts of marketing. There are also some organizations that blend conventional and digital marketing (Ariwibowo, 2019).

Marketing is a social process that involves a range of behaviors that allow humans to obtain their needs through exchanges with other parties. Various social, cultural, political, economic, and managerial aspects all have an impact on the marketing process. As a result of the type of influence that is formed, each group or individual obtains their needs and desires by offering and exchanging commodities (Hidayat & Machali, 2012).

According to Zulkarnain (2013), Marketing is an organizational function and a collection of processes for creating, communicating, and providing value to customers in order to manage customer relationships in ways that benefit the firm and its stakeholders.

According to Alma in Munir (2018), marketing is something that is absolute and must be carried out by an educational institution; the goal, in addition to introducing the marketing function in an educational institution, is to form a good image of the institution in order to attract the interest of prospective students; thus, educational institutions are required to carry out marketing strategies in order to maintain and increase the quantity of existing students.

Furthermore, education marketing is a consumer-satisfaction-focused practice in education. Consumer satisfaction, according to Kotler in Khasanah, (2015) can be quantified in numerous methods, including: a) complaint and suggestion system; b) customer satisfaction surveys; c) ghost shopping; d) lost customer analysis. Lebih lanjut dimana konsumen dalam pendidikan adalah siswa dan masyarakat pada Furthermore, students and society in general are customers in education. The goal of educational marketing is to satisfy the requirements and wants of education consumers. To attain these educational marketing objectives, a plan, namely an adequate marketing strategy that is in agreement with the aspirations and demands of education consumers, is required (Aulia, 2021).

According to Anam, (2013), strategy is defined as a set of critical choices for planning and implementing a series of action plans and allocating important resources in achieving basic goals and objectives, while taking into account competitive, comparative, and synergistic advantages that are ideally sustainable, as well as the individual or organization's direction, scope, and ideal overall long-term perspective.

Strategy is fundamentally constructed to build a reaction to an organization's important external changes. Of course, these external developments will be addressed by taking into account an organization's internal capabilities. To what extent can an organization capitalize on opportunities and prevent external dangers in order to maximize profits by leveraging current organizational advantages (Radjab, 2017).

This method is derived from the business world, where the term marketing refers to logically based social media initiatives. In other words, if educational institutions are unable to adapt to the current era, these institutions will suffer a deterioration (Neneng Nurmalasari & Masitoh, 2020). So, according to this plan, managers have an active, conscious, and rational role in developing corporate strategy. This method is more often used in a constantly changing environment (Mardiyanto & Giarti, 2019).

Thus, the marketing of educational institutions is deemed necessary as an effort to convince the public and customers of educational services that the schools being managed are of good quality, schools need to carry out marketing of educational services so that the types of educational services offered can be understood and recognized by the public, especially users of

educational services (David Wijaya, 2016). If educational institutions wish to project a positive image in order to attract a large number of students, the natural conclusion is that they must establish various marketing strategy initiatives to entice customers to enroll in these educational institutions.

Experts agree that educational institutions are non-profit organizations that provide services to consumers in the form of students, or university students, as well as the general public, known as stakeholders. Educational institutions that primarily strive to give services will deliver these services to people who want to be served, and those who are served want to be satisfied with these services. This service can be found in a variety of industries, ranging from physical services to quality facilities and processes. This is known as the true marketing concept (Raya, 2016).

In this technologically driven era, the marketing industry, particularly educational institutions marketing, must be able to make appropriate use of technology. Digital marketing refers to the use of technology in marketing (digital marketing). The use of the Internet, mobile devices, social media, search engines, and other platforms to reach consumers is known as digital marketing. Essentially, digital marketing is marketing that takes advantage of digital platforms available on the internet. In developing digital marketing strategies, offering new items, publicizing events, and publicizing specific campaigns (Sudirman, 2021).

Social media, as a networking site, plays a vital part in marketing. This is due to the fact that social media can be used for communication. Communication is a marketing activity that tries to distribute information, influence, persuade, and remind the target market for the company and its products are willing to ask, buy, and be loyal to the products given by the company concerned (Tjiptono & Fandy, 2008).

The advancement of information technology causes social transformation. With the advent of social media, people's behavior patterns undergo a transformation in culture, ethics, and established conventions. Despite their diverse backgrounds and ages, practically all Indonesians own and use social media as a means of gathering and disseminating information to the public (Istiani & y, 2020). Because of the low prices, easy access, simple operation, and large market potential, marketing through online social media is increasingly popular for use by numerous organizations. As a result, numerous organizations might use social media marketing communications to sell their educational offerings. (Susilo, 2018).

The phenomena of social media presence as a result of the advancement of information and communication technology is extraordinary. Social media has transformed the way people communicate in society by providing a multitude of services. The availability of social media has an impact on how people communicate in all disciplines, including marketing communications, political communications, and learning system communication (Setiadi, 2014).

According to Nasrullah, (2014), social media is an internet medium that allows users to represent themselves and connect, collaborate, share, and communicate with other users in order to build virtual social bonds. Introduction, communication, and cooperation are three aspects of social media that refer to the notion of being social. Social media can facilitate a variety of two-way activities such as exchange, collaboration, and getting to know one another in written, visual, and audiovisual formats. Sharing, Collaborating, and Connecting are the three pillars of social media (Puntoadi, 2011).

According to Haryanto (2016), social media is a collection of internet-based applications that build on the conceptual and technological foundations of Web 2.0 and allow for the creation and exchange of user-generated content. The term "social media" refers to online media in which users may easily interact, share, and produce material, such as blogs, social networks,

forums, and the virtual world virtual (Istiani & y, 2020). The use of social media as a tool for marketing educational institutions in the 4.0 revolution period is undoubtedly the best approach because social media can make marketing educational institutions easier.

Several studies have been conducted to date to investigate the marketing of educational institutions. Previous research by Neneng Nurmalasari & Masitoh (2020), examined the Strategic Management of Social Media-Based Education Marketing, which found that social media is a useful instrument for marketing educational institutions by emphasizing their accomplishments.

The internet is a significant component in the construction of modern marketing communications, according to research conducted by Susilo, (2018). Finally, there was online social media, which provided the simplicity of marketing communications with an online infrastructure. Because of the low prices, easy access, simple operation, and large market potential, marketing through online social media is increasingly popular for use by numerous organizations.

The numerous research discussed above are mainly focused on examining social media as an effective instrument in marketing educational institutions and realizing communication realization. This, however, is difficult for schools to apply in marketing educational institutions. As a result, it is crucial that the author's research examines the educational institutions digital-based marketing strategy via social media. In terms of the author's research updates, the author will clearly illustrate the educational institutions digital-based marketing strategy using social media.

Given that internet users are the primary target for marketing, social media has emerged as a new approach in educational marketing in the age of the Fourth Industrial Revolution. Madrasah Tsanawiyah Raudhatul Islamiyah, an educational institution in this example, has also implemented a marketing strategy for its educational institution. Madrasah Tsanawiyah Raudhatul Islamiyah uses digital-based social media to market its educational institutions, allowing them to be recognized and acknowledged by the surrounding community as well as individuals beyond the region.

Of course, the social media employed by Madrasah Tsanawiyah Raudhatul Islamiyah plays a role in interacting and sharing information with the larger community so that parents can send their children to Madrasah Tsanawiyah Raudhatul Islamiyah. As a result, researchers are eager to undertake research on the Educational Institution Digital-Based Marketing Strategy through Social Media.

2. RESEARCH METHODS

This study takes place at Madrasah Tsanawiyah Raudhatul Islamiyah Pebengis Village Tanjung Jabung Barat Jambi Province. This study adopted qualitative method. It intended to examine the current phenomena that occur in research subjects, such as behavior, perceptions, motivations and other actions. This research is carried out holistically and presented in a descriptive analysis manner in a natural context by utilizing various scientific methods (Creswell, 2019). The researchers tried to use a qualitative approach to obtain data, facts, and symptoms that occurred at the Madrasah Tsanawiyah Raudhatul Islamiyah in the of educational institutions digital-based marketing strategy through social media. The data sources that enable a researcher to obtain the information needed for a study, are primary data and secondary data. In this study, researchers conducted data collection through observation, interviews, and documentation, which were divided into two sample groups. Primary sample consist of the head of Madrasah and the sosial media manager in promoting Madrasah. Then, the teacher as the supporting sample. Meanwhile, the documentation needed for research were found in library,

book store, personal book collection, e-library, and scientific writing available online in the internet.

3. RESULTS AND DISCUSSION

Educational Institution Digital-Based Marketing Strategy at Madrasah Tsanawiyah Raudhatul Islamiyah through Media Sosial

Madrasah Tsanawiyah Raudhatul Islamiyah is an educational institution that must keep up with the times by pursuing continuous improvement in order to promote itself. Considering the sophistication of technology and information, this is obvious that social media is appropriate tools to promote the educational institutions. Melihat kecanggihan teknologi dan informasi, tentunya ini merupakan strategi yang tepat untuk memasarkan lembaga pendidikan berbasis digital melalui media sosial

As an educational institution engaged in education marketing, Madrasah Tsanawiyah Raudhatul Islamiyah strives to provide the best service to students in the teaching and learning process at Tsanawiyah Raudhatul Islamiyah prior to implementing a marketing strategy by identifying market segmentation and analyzing existing market competition. Numerous new schools have formed and employed a variety of survival techniques in order to thrive in society. One of these tactics is to implement a social media-based digital marketing plan.

According to Varadarajan (2010), marketing strategy can be defined as a pattern of integrated organizational decisions that determine significant choices regarding products, markets, marketing activities, and marketing resources in manufacturing, communicating, and/or delivering products that provide value to customers in exchange.

In conducting marketing, Madrasah Tsanawiyah Raudhatul Islamiyah focuses on the most important steps, such as school marketing planning, which is a set of marketing preparation activities consisting of marketing strategy ideas and documents required for social media marketing activities. A marketing strategy is helpful for constructing, directing, and arranging various marketing initiatives or operations. With a marketing plan, analyzing the market context in which our products are offered and the market situation or condition becomes a must (Daryanto, 2011).

Madrasah Tsanawiyah Raudhatul Islamiyah implemented many digital-based marketing techniques through social media to introduce their educational institutions in accordance with the demands of the community or parents of students, based on data acquired from interviews conducted by the author. Utilizing social media is the marketing approach utilized for marketing educational institutions. According to Soegoto & Utomo (2019), social media is currently one of the most extensively used communication channels among all groups and the larger community.

Obviously, marketing communication through social media has a significant impact on the community's or parents' interest in enrolling their children at Madrasah Tsanawiyah Raudhatul Islamiyah. Facebook, Instagram, and YouTube are the social media platforms utilized by educational institutions for marketing purposes. In contrast, Whatsapp is utilized to directly contact with guardians and prospective student guardians in order to register prospective students via online registration.

Facebook

Facebook is one of the numerous widely-used social networks or social networking sites (Al Banjari, Arizal, Sukmana, Ulfah, & Zainul, 2021). Facebook can also be used to disseminate information to the general public, the vast majority of whom are Facebook users. According to a survey done by the JAKPAT Mobile Survey, Facebook is the social media platform with the most active users. This is due to Facebook's comprehensive database of user preferences (Azlam & Asse, 2018). Thus, Facebook is a social media platform that has a

significant marketing potential for the Raudhatul Islamiyah Madrasah Tsanawiyah Educational Institution.

In order to perform marketing through Facebook, Madrasah Tsanawiyah Raudhatul Islamiyah has first developed a team of operators that particularly administer Facebook and are supplied with the necessary tools such as cellphones used for recording and taking images, computers, wifi, tripods, etc. It is unquestionably a supportive factor to be able to provide information and documentation of events on Facebook social media that is of sufficient quality to appeal to the community or the parents of students through the use of suitable gadgets. The account for Madrasah Tsanawiyah Raudhatul Islamiyah may be found on Facebook under the name MTs Raudhatul Islamiyah. This account is often updated to share information and student activities at Madrasah Tsanawiyah Raudhatul Islamiyah.

Facebook is one of the marketing media that is chosen over non-virtual media (Waters et al., 2011). Facebook is the most popular marketing platform for promoting education, hence Madrasah Tsanawiyah Raudhatul Islamiyah's Facebook-based advertising campaign is the most effective. Madrasah Tsanawiyah Raudhatul Islamiyah's marketing strategy through social media, in this case Facebook, makes Facebook a forum for conveying information about educational services to the community or parents of students in the form of displaying information, whether it is related to the institution's vision, mission, and goals. Announcement of new student admissions, new student registration, registration cost details, and required fees.

Madrasah Tsanawiyah Raudhatul Islamiyah also uses Facebook as a forum to promote its educational institution by uploading photos and videos of students while carrying out activities at the madrasa, both daily activities and student activities while participating in competitions, so that the broader community is aware that Madrasah students were able to compete with other school students in both academic and non-academic areas. Therefore, educational marketing requires a strategy to manage the resources of educational institutions that can advance educational institutions and to inform the community or parents of students as education customers so that they believe the educational institution chosen for their children is the best educational institution (Zuhaeda, 2018).

Instagram

Instagram is the second social media platform utilized by Madrasah Tsanawiyah Raudhatul Islamiyah for marketing educational establishments. According to Bambang in Atmoko (2012), Instagram is a Smartphone application designed exclusively for social media, which is one of the digital media that has nearly the same function as Twitter. However, Instagram differs from Twitter in that it allows users to communicate information via photographs. Instagram may also serve as a source of inspiration for its users and boost their creativity, as its features can make images more beautiful, artistic, and superior.

If it relates to research concerns, Madrasah Tsanawiyah Raudhatul Islamiyah's marketing approach entails employing or utilizing something valuable, in this case Instagram as a marketing social media for communicating information to the public or parents. Madrasah Tsanawiyah Raudhatul Islamiyah's Instagram marketing plan include sharing evidence of excellent students, reposting posts tagging Islamic boarding schools' Instagram accounts, and leveraging Instagram's capabilities as effectively as possible to attract more viewers and followers..

According to the findings of researchers, Madrasah Tsanawiyah Raudhatul Islamiyah promoted its teaching on Instagram by showcasing excellent students and providing information on major events such as recitation, memorization, etc. By showcasing such content, the community or parents of students will be attracted to learn about their children's accomplishments. Madrasah Tsanawiyah Raudhatul Islamiyah's Instagram account can be accessible on Instagram under the name mts raudhatuliyah. Madrasah Tsanawiyah Raudhatul

Islamiyah's Instagram account also contains activities like as recitation by asking students to memorize the Qur'an, read imrithi, etc.

In recent years, the fast expansion of technology and information has made the Internet a highly demanded communication tool. This is the context for the modernization and digitization of conventional communication. This progress has grown much more rapid since mobile phones can access the internet (Susilo, 2018). Consequently, the objective of Madrasah Tsanawiyah Raudhatul Islamiyah's Instagram marketing strategy is for the public or students' parents to be able to observe their children's activities and inventiveness. It is envisaged that the use of Instagram as a marketing social media to deliver information to the public or parents will attract the public or parents who read or even view it (Untari & Fajariana, 2018).

Instagram can be utilized as a forum for delivering information to individuals who see it, in this example, parents who are searching for schools for their children, due to its use in marketing educational institutions. So that Instagram users are aware of the kind of education offered at Madrasah Tsanawiyah Raudhatul Islamiyah.

Youtube

YouTube is the third social media platform used by Madrasah Tsanawiyah Raudhatul Islamiyah to market educational institutions. YouTube is one of the social media applications that is widely used by the public to seek information, including information about social politics, religion, the arts, and even education.

According to the results of the researchers' observations, the YouTube account belonging to Madrasah Tsanawiyah Raudhatul Islamiyah with the channel name MTs Raudhatul iyah and the number of subscribers originally created on August 11, 2022 totaling 16, with video postings of 8 videos and being watched 509 times, with the first video being posted on August 19, 2018 was observed to have been created on August 11, 2022. Madrasah Tsanawiyah Raudhatul Islamiyah's YouTube account is actively used to share documentation of students' activities and abilities by uploading videos of students who are participating in competitions, such as story telling competitions, sholawat, recitations, lectures and MCs, dance performances, halal bi halal, and Indonesian Independence Day MTs Raudhatul Islamiyah.

Youtube, one of the most popular video-sharing platforms, offers a variety of helpful features, including limitless access and storage, views, likes, comments, live chat, and instantaneously. Unrestricted access permits the general public and parents to view uploaded movies whenever they become accessible. Additionally, unrestricted storage allows administrators to upload videos of any size (Rizqi, Pratama, & Waluyo, 2022). Observations and interviews revealed that the strategy of Madrasah Tsanawiyah Raudhatul Islamiyah educational institutions in marketing educational institutions via YouTube is to upload documentation in the form of long-duration videos about major activities and videos of students participating in competitions so that the public can watch the activities without interruption and see the caliber of students participating in competitions.

Using *Youtube* as a promotional tool, the school has uploaded videos of students participating in competitions such as story telling contests, sholawat, recitations and MCs, dance performances, halal bi halal and the HUT of MTs Raudhatul Islamiyah, in addition to videos of students winning competitions, and videos of other activities, the purpose of which is to promote and show the public the development and quality of Madrasah.

Whatsapp

WhatsApp is the last social media platform utilized by Madrasah Tsanawiyah Raudhatul Islamiyah. Today, WhatsApp is one of the most popular applications (Ariff, Mehan,

Natalia, & ..., 2022). Whatsapp is a personal and group chat application that allows users to share and receive information via personal and group chats.

The most essential aspect of the WhatsApp program is that its users will be influenced by the communication process, because interpersonal communication can be closer and simpler. The WhatsApp program can facilitate interaction and communication since it facilitates the addition of new contacts and makes it simpler for users to become acquainted with one another. WhatsApp is also used to develop social relationships with targeted individuals, if they are connected to the application (Afnibar, 2021).

Madrasah Tsanawiyah Raudhatul Islamiyah utilizes WhatsApp to post information on new student registration, including the WhatsApp number and registering new students based on WhatsApp. The marketing strategy employed by madrasahs via WhatsApp focuses primarily on disseminating registration information, cost information, and activity details via WhatsApp groups containing student guardians, with the hope that student guardians who are already members of the group will share it via personal WhatsApp stories. Additionally, Whatsapp is used to register new students. This is also useful for the effective and efficient marketing of educational institutions because it can be done quickly and easily.

Based on the results of interviews conducted by the author in the field, the strategy carried out in marketing educational institutions via WhatsApp is by creating a forum with student guardians so that they can directly share information regarding notifications, student activities and information regarding the acceptance of new students with the hope that the guardians of students who have entered Those in the group can share the information they get with their family and friends and to maintain friendly ties, besides that WhatsApp is used for prospective students who want to register but are unable to come in person to Madrasah Tsanawiyah Raudhatul Islamiyah.

From the explanation of how Madrasah Tsanawiyah Raudhatul Islamiyah uses social media, it can be deduced that the marketing implementation method is a digital-based marketing strategy utilizing social media platforms such as Facebook, Instagram, YouTube, and Whatsapp. By first recognizing Madrasah Tsanawiyah Raudhatul Islamiyah in the society, which then becomes an educational marketing approach by showcasing its good activities.

In an effort to promote Madrasah Tsanawiyah Raudhatul Islamiyah with its existing characteristics, the digital based educational institution marketing strategy uses social media to optimize publication. Madrasah Tsanawiyah Raudhatul Islamiyah must also continue to keep up with the times, as it has now entered the 4.0 era, and its management can be better structured to optimize educational institutions.

4. CONCLUSION

Marketing becomes obligatory and must be carried out by an educational institution; the objective is to develop a marketing function in an educational institution in order to establish a positive reputation and attract new students. Social networking sites play a vital role in marketing. This is because social media can play a communication role. In order to sustain and attract the interest of parents and the local community, an educational institution must develop a social media-based digital marketing strategy. Facebook, Instagram, and YouTube are the social media platforms utilized by Madrasah Tsanawiyah Raudhatul Islamiyah for marketing educational institutions. In contrast, Whatsapp is utilized to directly contact with guardians and prospective student guardians in order to register prospective students via online registration.

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