

CASE STUDY ON THE USE OF SOCIAL MEDIA TO ATTRACT NEW STUDENTS AT KOPI STATE ELEMENTARY SCHOOL, SERANG REGENCY

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Abstrack

Social media has become an effective and efficient tool for disseminating information to a wide audience. For schools, social media is very beneficial, especially for schools that need to be known by many people in order to attract new students. The proper use of social media will also have a positive impact on schools. This study uses a qualitative case study research method that aims to describe and explain the phenomena that occur in the field in detail and depth without manipulation. The purpose of this study is to explore the use of social media and how the content is packaged and presented by social media managers to attract new students. This study shows that the use of social media by SD Negeri Kopi in Serang Regency has had a positive impact, with an increase in the number of prospective new students enrolling each year. However, there is still much room for optimization in the presentation of content to make it more attractive in terms of layout and other aspects.

Keywords: Social Media, New Students

Abstrak

Media sosial menjadi alat penyebaran informasi yang efektif dan efisien agar tersampaikan pada khalayak luas. Bagi sekolah media sosial sangat menguntungkan apalagi sekolah yang perlu dikenal banyak orang untuk menarik minat peserta didik baru. Pemanfaatan media sosial yang baik akan memberikan dampak positif juga bagi sekolah. Dalam penelitian ini menggunakan metode penelitian kualitatif studi kasus yang bertujuan mendeskripsikan dan menjelaskan fenomena yang terjadi di lapangan secara rinci dan mendalam apa adanya tanpa manipulasi. Tujuan penelitiannya yaitu mengeksplorasi pemanfaatan media sosial serta bagaimana konten yang dikemas dan disajikan oleh pihak pengelola media sosial untuk menarik minat peserta didik baru. Penelitian ini menunjukkan bahwa pemanfaatan media sosial SD Negeri Kopi Kabupaten serang memberikan dampak positif dengan terus meningkatnya pendaftar calon peserta didik baru setiap tahunnya. Namun masih perlu banyak pengoptimalan dalam penyajian konten yang diberikan agar lebih menarik dalam segi layouting dan lainnya.

Kata Kunci: Media Sosial, Peserta Didik Baru

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Introduction

In recent years, there has been a significant shift in the way people obtain and convey information when compared to the era of traditional communication media. Traditional media such as television, newspapers, and magazines are beginning to be abandoned by a number of users. Meanwhile, digital media, especially social media and online platforms, are increasingly dominant in producing, consuming, and disseminating information. This shift requires every individual and institution, including educational

institutions, to adapt in order to remain relevant and competitive amid changes in communication (Wono et al., 2023).

In the context of education, this phenomenon presents both new opportunities and challenges. Schools, as public services and institutions actively competing to attract new students, can no longer rely solely on conventional promotional methods such as printed brochures or direct visits. Instead, digital marketing strategies through websites, social media, and data analysis tools have become an important part of institutional efforts to reach and engage prospective students and their parents (Haryati & Safitri, 2025).

The use of social media as part of an educational institution's marketing strategy has been proven to have a positive influence on increasing student interest. As previous research (Perdana et al., 2024) shows, there is a significant relationship between marketing strategies through social media and increased enrollment and efforts to retain students in private universities in Indonesia.

On the other hand, there are also studies that have explored the use of social media as a promotional tool for schools in the process of accepting new students (PPDB). For example, a study at SMK Plus Al-Aitaam Bandung found that optimizing the use of social media as a promotional tool for schools contributed positively to the reach of prospective new students (Wijayanto & Qana'a, 2023).

However, there are several relevant research gaps that are open for further exploration, including the majority of research still focuses on secondary schools or higher education, while the context of elementary schools has been relatively little studied specifically. Furthermore, the geographical location of schools outside urban areas has not been widely researched, even though the challenges and strategies applied are different.

Based on this background, this study will focus on the use of social media by elementary schools. Thus, this study will not only describe current practices but also conduct a comparative analysis of previous research findings to assess the effectiveness and uniqueness of the strategies implemented.

The focus of this research is to explore the involvement of social media in improving school digital marketing in order to attract new students by focusing on the management of social media accounts by schools. The results are expected to provide recommendations for social media as a marketing channel.

Method

This study uses a qualitative case study research method, which aims to describe and explain the phenomena that occur in the field in detail and depth as they are without manipulation. Case studies were chosen to focus the research on one specific location or subject so that the data obtained would be more comprehensive. In line with the research objective, which is to explore the use of social media and how content is packaged and presented by social media managers to attract new students.

Data was collected through three main techniques, namely interviews, observation, and documentation. The sources to be interviewed were the social media managers of SD Negeri Kopi. After the data was collected, it was grouped into small units for triangulation to determine the credibility and validity of the data obtained.

The location of this study was at SD Negeri Kopi Des. Sukalaba, Kec. Gunungsari, Kab. Serang-Banten, which was chosen because it has been using social media as a digital marketing tool and is located far from urban areas, yet has succeeded in attracting many new students.

Results and Discussion

Results

Research on the use of social media at SD Negeri Kopi in Serang Regency has shown that the school uses various types of content to promote new student enrollment. These types of content are mainly videos of activities, such as competitions and daily student activities. Overall, the content created is not well thought out and planned, but is instant and sometimes conditional on the activities that are taking place. Every Monday, the school usually uploads stories, such as ceremonies or other moments that the teachers consider important or interesting to share. Visual photos and videos are very important in attracting the audience's attention because, according to my interview with the management, if Instagram looks quiet, public response will decline. After the use of Instagram increased, the number of applicants at SD Negeri Kopi also rose dramatically, to the point where registrations exceeded the quota and the school was often unable to accept all applicants, especially those from outside the area.

In managing content, the admin selects themes based on field conditions, particularly student activities, competitions, and learning activities. Efforts are made to ensure content aligns with the characteristics of elementary school-aged children and does not elicit negative judgments. For the most effective social media platforms, the school relies on Instagram and TikTok. TikTok is more frequently used by parents to interact through comments, while Instagram is predominantly used by alumni and upper-grade students. Many questions related to PPDB come from TikTok and are then directed to the registration committee's WhatsApp. The school does not have a PPDB website, so registration is done directly at the school.

Social media evaluation is conducted once a month during school meetings. The principal usually provides input regarding posting activities or tagging certain accounts. The impact is significant, as seen in the increase in the number of applicants, even exceeding capacity. Many applicants are from outside the area, so the school must conduct strict selection and prioritize local residents to avoid community protests. The school's Instagram account has been active since 2021 but could no longer be used due to a forgotten password, so it was recreated and reactivated at the end of 2024. Before intensive social media use, the school had around 70 applicants, but in the past two years, registration has been overwhelmed.

Social media also makes it very easy for parents to access PPDB information, especially in terms of opening and closing schedules and registration requirements. This is because the number of applicants is so high that the PPDB is full within 2-3 days, even before the official registration period ends. Other content, such as video profiles and activity documentation, is helpful, but is often uploaded late due to the admin's time constraints. The lack of young teachers who understand social media is an obstacle for the school. This creates a heavy workload for the admin. Another challenge comes from negative comments from the community, especially from parents whose children are not accepted. Administrators must be careful in filtering comments before reporting them to the principal to avoid conflict. The ability to coordinate with teachers and students is another obstacle due to generational differences. Senior teachers tend to have less understanding of social media technology. while elementary school students are more difficult to direct when creating content.

With the implementation of the PPDB, the school plans to refresh its profile content, enhance collaboration with other elementary schools in Gunungsari, and share collaborative content through local platforms to expand its reach. Regarding flyers or posters, schools more often share them on stories rather than feeds. The official social media management SOP has not been created by the administrator, but the school has basic rules such as

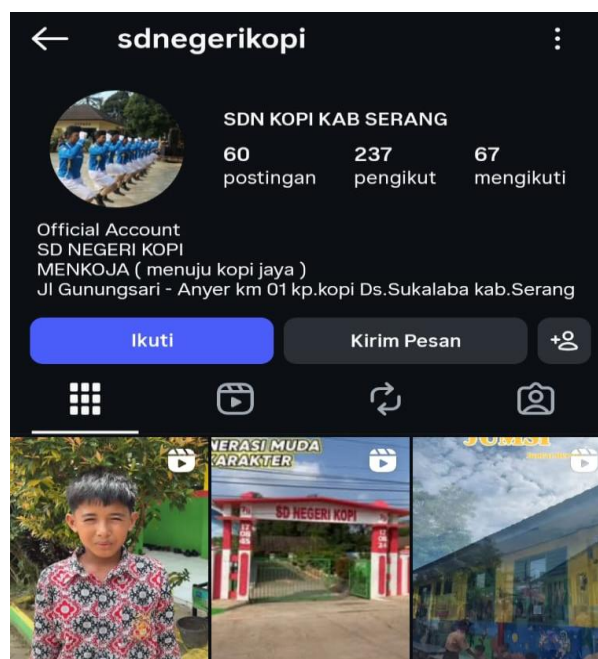
maintaining student privacy, being careful about content that deviates from the norm, and striving to maintain the school's good image. The admin hopes that in the future, there will be a recruitment process for new teachers who are more knowledgeable about social media management so that it can run optimally.

Discussion

Social media has become a communication tool that is increasingly used by many people, organizations, institutions, and companies. In the world of education, social media is a tool for promoting schools, disseminating information, and building the school's image. Social media facilitates online interaction and outreach between schools and parents or the wider community without the need for face-to-face meetings. As stated by Taprial, V. & Kanwar (2012), social media is a type of socialization media conducted online that allows people to interact with one another without the limitations of space and time (Rahman et al., 2023).

In order to improve the credibility and electability of schools in the community, evidence and documentation must be presented. One way schools can do this is by uploading all activities and information that must be disseminated through social media. With information and activities shared through social media, prospective parents and new students will easily obtain information and learn about the activities at the school, which will attract them to enroll. As shown in research conducted by Alifia H & Dian H, the use of social media can increase new student enrollment. As stated. "The increase in new student enrollment has had a very positive impact with the use of social media, which allows for easy dissemination of information and a wider reach, increasing the interest of prospective students in the school" (Habibah & Hidayati, 2023).

SD Negeri Kopi has been utilizing social media since 2021, and it has been recorded that the number of new student admissions has increased every year to the point that it has exceeded capacity, forcing the school to conduct a selection process. The social media account that is currently frequently used by SD Negeri Kopi is Instagram, which has 237 followers with various uploaded content, ranging from posts about activities, achievements, facilities, and so on.



The strategy implemented in utilizing social media, especially Instagram, is that the school consistently uploads video content with attractive visuals. If there are competitions or other important events, more complex content can be uploaded 2-3 times a week. These posts create interaction between followers and the school by leaving reactions in the comments section.

The successful utilization of social media by SD Negeri Kopi in attracting new students continues to increase every year, but there are challenges faced during the content creation process. These include negative public comments, limited admin time for posting, low coordination with other teachers in content creation (), and a shortage of teachers who understand current social media management. Therefore, it is necessary to recruit additional teachers who are competent in social media management to ensure effectiveness and optimal results.

Clonclusion

The use and utilization of school social media in the current era of digitalization is very important, especially in disseminating information more effectively and efficiently. The use of social media by SD Negeri Kopi has had a positive impact in attracting new students, with an increase in registrations each year. However, there are still shortcomings and challenges that need to be addressed. The school needs to optimize its content design, upload quality, management strategies, layout, and media team formation to facilitate task distribution without overlapping responsibilities among teachers

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