

Social Media-Based Marketing Management in Increasing the Number of New Students

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Abstract:

The number of new student enrollments at MTs YPP Babakan Jamanis Parigi remains relatively low despite the school's use of social media as a promotional platform. This condition indicates that the implementation of social media-based marketing management has not been optimized to enhance the school's attractiveness amid increasing competition among educational institutions. This study aims to analyze the implementation of social media-based marketing management in increasing new student enrollment and to identify the supporting and inhibiting factors affecting its implementation. This research employed a descriptive qualitative approach. The research participants consisted of the principal, the New Student Admission (PPDB) committee, and the student council (OSIS) administrators at MTs YPP Babakan Jamanis Parigi. Data were collected through observation, interviews, and documentation, and were analyzed using qualitative data analysis techniques. The findings reveal that social media has been utilized as a school marketing strategy; however, its implementation has not been consistent, particularly in terms of posting frequency and the development of engaging content. Supporting factors include the principal's commitment and collaboration with a local football club and a woodworking company. Meanwhile, the inhibiting factors include inconsistent content posting, limited attractiveness of promotional content, and intense competition with other schools. Therefore, MTs YPP Babakan Jamanis Parigi should develop a more systematic digital marketing strategy by establishing a regular posting schedule, creating creative and relevant content, and optimizing the use of social media as a promotional tool to increase new student enrollment.

Keywords: *marketing management, social media, school marketing, new student enrollment.*

Abstrak

Jumlah peserta didik baru di MTs YPP Babakan Jamanis Parigi masih tergolong rendah, meskipun sekolah telah memanfaatkan media sosial sebagai sarana promosi. Kondisi ini menunjukkan bahwa implementasi manajemen pemasaran berbasis media sosial belum berjalan secara optimal sehingga belum mampu meningkatkan daya tarik sekolah di tengah persaingan antar lembaga pendidikan. Penelitian ini bertujuan untuk menganalisis implementasi manajemen pemasaran berbasis media sosial dalam meningkatkan jumlah peserta didik baru, serta mengidentifikasi faktor-faktor pendukung dan penghambatnya. Penelitian menggunakan pendekatan kualitatif dengan metode deskriptif. Subjek penelitian meliputi kepala sekolah, tim Penerimaan Peserta Didik Baru (PPDB), dan pengurus OSIS di MTs YPP Babakan Jamanis Parigi. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi, kemudian dianalisis secara kualitatif. Hasil penelitian menunjukkan bahwa media sosial telah dimanfaatkan sebagai strategi pemasaran sekolah, tetapi pelaksanaannya belum konsisten, terutama dalam frekuensi unggahan dan pengembangan konten yang menarik. Faktor pendukung implementasi meliputi dukungan kepala sekolah serta kerja sama dengan klub sepak bola dan perusahaan di bidang perkayuan. Sementara itu, faktor penghambat meliputi

ketidakkonsistenan pengunggahan konten, rendahnya daya tarik konten promosi, serta tingginya persaingan dengan sekolah lain. Oleh karena itu, MTs YPP Babakan Jamanis Parigi perlu menyusun strategi pemasaran digital yang lebih terencana melalui penjadwalan unggahan secara rutin, pengembangan konten yang kreatif dan relevan, serta optimalisasi media sosial sebagai sarana promosi untuk meningkatkan jumlah peserta didik baru.

Kata Kunci: *manajemen pemasaran, media sosial, pemasaran sekolah, peserta didik baru.*

1. INTRODUCTION

Education is a process aimed at developing students' potential optimally; therefore, through education, students are expected not only to acquire knowledge but also to be able to develop attitudes, values, and skills needed in daily life; therefore, the role of education in shaping students' personality and character is very important and cannot be ignored (Slameto, 2010).

According to Ki Hajar Dewantara, education is the guidance of life in the growth of children; therefore, we must be able to respect the human rights of every individual, and however they are not humans who can be regulated, but rather they are generations that we need to help and care for in every reaction of change towards maturity so as to form individuals who think critically and possess noble moral attitudes (Ab Marisyah¹, Firman², 2019).

Management is an important element in managing resources to achieve objectives effectively and efficiently; according to George R. Terry, management is a process consisting of planning, organizing, implementation, and evaluation conducted for achievement; therefore, the application of appropriate management is greatly needed so that educational institutions are able to adapt in attracting prospective new students through social media (Terry, 2022).

Meanwhile, marketing management is one of the key aspects in running an organization, especially in efforts to meet needs; according to Kotler and Keller, marketing management is defined as the process of planning, implementation, and control; meanwhile, marketing management in an organization is increasingly tight, and technological developments demand greater creativity and innovation in designing marketing strategies (Kotler, Philip., & Keller, 2016).

The presence of new students becomes the development of a good educational institution in terms of quality. In new student admissions (PPDB), various strategies are applied to increase the number of registrants and maintain education quality. For new student admission management based on social media, it has become one of the innovations widely applied by educational institutions to reach broader and more effective prospective new students.

Therefore, at MTS YPP Babakan Jamanis Parigi, social media has already been used, but the uploads are inconsistent, resulting in a lack of information at this school; even in terms of registration, it is still manual because Madrasah Ibtidaiyyah and Elementary School teachers feel difficulties and there is much to be filled out. Therefore, to address the problem of the low number of new students at MTS YPP Babakan Jamanis, it is through the social media channel and can include school advantages, school achievements, and facilities; certainly this will attract parents of prospective new students that at MTS YPP Babakan Jamanis school there are advantages. Then emphasizing online-based registration so it is more effective; therefore, the school party realizes that it is important to utilize this social media maximally and improve marketing promotion content as well as include school advantages, achievements, and facilities.

This is in line with previous research conducted by Dewi and Santoso, which explains

that the planned use of social media can increase the number of new student registrations at MA 3 Jakarta; therefore, video content of alumni testimonials or school tours has a positive impact in building the image of educational institutions (Dewi, S., & Santoso, 2024).

Then research conducted by Fitriani and Prasetyo shows that Instagram is able to reach younger audiences more effectively compared to conventional media; this study emphasizes the importance of creativity and consistency in managing social media for PPDB (Fitriani, D., & Prasetyo, 2017).

And finally, research by Rina Wijayanti and Dwi Cahyo Utomo presents that visual content such as school profile videos and alumni testimonials has a significant influence in increasing the interest of prospective students; in addition, through WhatsApp groups it also helps answer prospective students' questions, thereby increasing their trust (Wijayanti, R., & Utomo, 2019).

2. RESEARCH METHOD

This method uses a qualitative approach using data collection through interviews, observation, and documentation. According to Sugiyono, research methods provide guidance regarding various approaches used to collect and analyze qualitative research data; qualitative research can collect data through interviews, observation, and documentation (Sugiyono, 2022).

According to Creswell, the qualitative approach aims to explore the meaning of individual or group experiences; in qualitative research, it is often used to dig deeper into understanding regarding social aspects, interactions, and strategies applied in an educational institution. Therefore, this research reveals aspects that cannot be explained with data, such as school promotion strategy experiences; the research reveals the extent of social media effectiveness in increasing the number of new students at MTS YPP Babakan Jamanis (Creswell, 2016).

The collected data were analyzed using the Miles and Huberman method, in which data are collected with an approach used in qualitative research to process and understand data; Miles and Huberman developed an analysis model, namely with data collection, after which they are sorted and reduced regarding which are to be informed in the research; therefore, data can be presented and conclusions drawn through data description (Miles, M. B., Huberman, A. M., & Saldaña, n.d.).

3. RESULTS

According to Philip Kotler, one of the marketing management experts, effective strategies are able to adapt to global market dynamics; meanwhile, Kotler emphasizes the importance of understanding consumer needs and desires through in-depth market research in his book *Marketing Management*, that value creation is the key to winning competition; in addition, Kotler suggests the use of digital technology as a tool to expand reach and increase interaction with customers; this is in line with digital era developments for greater innovation in marketing strategies (Kotler, P., & Keller, 2016).

Meanwhile, according to Tjiptono, marketing management is a system for identifying and meeting customer needs effectively and efficiently and can be implemented by conducting market research to understand reference motivations and challenges faced; thus, education can develop relevant programs and services (Tjiptono, n.d.).

Meanwhile, according to Rangkuti, it is possible to use SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), which is an important tool in designing PPDB

marketing strategies; certainly, in everything that will be broadcast to others, strategy must be used in order to convince regarding the quality and facilities available at MTS YPP Babakan Jamanis Parigi school. The school needs to identify strengths regarding good academic reputation, weaknesses in facility limitations, opportunities in the increasing public interest in quality education, and threats from competition with other schools. Therefore, by understanding these factors, the school can design more effective and competitive marketing strategies.

Management is a planned process in directing resources to achieve organizational objectives, in which, in line with George R. Terry's statement that management is a distinctive process consisting of planning, organizing, implementation, and controlling actions conducted to determine and achieve objectives (Terry, 2022). Management not only focuses on achieving organizational targets but on the process of achievement in an optimal manner; therefore, every educational institution in management within the organization can improve service quality and achieve the institution's vision and mission; management plays a role in creating stability, efficiency, and organizational sustainability by adjusting strategy to dynamic needs (Wulandari, 2025).

Furthermore, management in new student admissions can include promotion strategy planning, organizing the implementation team, implementing promotional activities through social media as well as offline, and evaluating the effectiveness of the process. Then, schools that apply management functions systematically in the new student admission process through social media will experience a significant increase in the number of new students; therefore, in current educational institutions, schools are not only learning institutions but have become institutions that need to have managerial strategies in attracting the interest of prospective new students as well as for parents who assess from social media.

Marketing Management at MTS YPP Babakan Jamanis has been applied, but social media usage is still an obstacle to the number of new students, namely the existence of competition with other schools; therefore, in accordance with Kotler and Keller, the use of digital technology is a tool to expand reach and increase interaction with the community. Meanwhile, marketing management becomes an important strategy in building the image of educational institutions in attracting prospective new students as well as presenting relevant educational programs and creating strong relationships between schools and the community. In efforts to attract prospective new students, it is not only limited to promotional activities but involves school operational aspects.

In marketing management to attract prospective new students, it has been applied at MTS YPP Babakan Jamanis Parigi school, but has not yet reached an optimal level, and there are obstacles, namely the existence of school competition considering this MTS school is close to public schools and boarding school-based schools, "said Mrs. Susi Susilawati"; then, with the implementation of this marketing management implementation to attract prospective new students through social media, it can also be utilized to upload every school activity on social media. According to Mr. Ata Ajudin, MTS YP Babakan Jamanis Parigi school has advantages in the field of extracurriculars consisting of football, domas, and volleyball, as well as scholarships.

Then regarding supporting and inhibiting factors, in the implementation of marketing management, there are certainly obstacles, namely in the form of negative perceptions due to lack of awareness and difficulties in accessing information. At MTS YPP Babakan Jamanis Parigi school, there are several inhibiting factors in attracting prospective new students, namely inconsistency in uploading, lack of content interest for prospective new students, and lastly, competition between schools. In the first factor, inconsistency in

social media uploading causes a decrease in reach and will rarely appear on social media, and it can be difficult to achieve targets; even regarding program advantages, if they are not highlighted, prospective new students will not know about them; therefore, it must be consistent because it can maintain a digital audience. Then, the lack of interest in content on social media: in this digital era, prospective students are very familiar with various interesting, interactive, and relevant content; therefore, if the uploaded promotion is monotonous and not innovative, the school's attractiveness will decrease drastically, and irrelevant or less creative content will find it difficult to compete amidst the flood of promotions.

Even MTS YPP Babakan Jamanis Parigi school faces competition with other schools, both public and private schools that have competitive advantages, as well as offering more specific excellence programs and modern facilities. Even in social media dissemination regarding new student admissions, it still tends to be minimal due to lack of interest from prospective new students and parents; this competition actually makes MTS YPP Babakan Jamanis Parigi school low in prospective new student acquisition.

4. DISCUSSION

From the above obstacles, it affects the number of new students from previous years; for every academic year, there are 15 new students who register, or possibly fewer; however, as learning progresses, there are those who enter, two or three people; perhaps from here it will increase, but if it continues like this, there will be no change in the number of new students. Therefore, it was decided that for this year the target for prospective students is 40 people, but during this year's promotion, there are already 28 who have entered; certainly this is good news for us.

Then regarding supporting factors, currently MTS YPP Babakan Jamanis Parigi school has support and collaborates with volleyball school, football school, and companies in the wood sector; even every year they offer assistance of new uniforms, books, and financial assistance for underprivileged students. With this collaboration, it will greatly help in attracting prospective students. Meanwhile, with the obstacles at MTS YPP Babakan Jamanis Parigi, with this collaboration, it can become support from institutions that have an interest in education development; therefore, this collaboration can open opportunities for broader campaigns that improve the quality of social media content for promotion.

The availability of platforms that become one of the main supporting factors that are easily accessible; the platforms available are Facebook and Instagram; both of these have wide reach and are very supportive for promoting school activities; meanwhile, Facebook becomes a feature for detailed information dissemination because uploads are always on Facebook, different from Instagram, where school promotion uploads are rarely done, at least for school activities (Ilmi, I., & Nukhbatillah, I. A. 2023).. but not only relying on Facebook, WhatsApp also becomes a means for creating alumni groups as well as sharing promotions at school. Thus, with this availability, it becomes a foundation for MTS YPP Babakan Jamanis Parigi School; according to Widyastuti, the importance of selecting the right platform in digital marketing implementation.

And lastly, there is support from the principal and teachers in optimizing social media, and the principal not only gives permission but allocates resources and encourages teachers to be involved in content development as well as preparing content to be uploaded in collaboration with the OSIS management. This support creates a collaborative environment that enables social media to become a promotional marketing tool, that leadership support is the key to innovation success in education.

Then, new student admissions according to Syaiful Sagala is a series of processes for the sustainability of an education that not only includes efforts to attract prospective students but also administrative stages that must be passed carefully, from the beginning where prospective students start considering school choices until official registration, and every step; therefore, there are several stages in new student admissions (Sagala, 2021).

5. CONCLUSION

Social media-based marketing management at MTS YPP Babakan Jamanis Parigi School has been applied, but there are still several obstacles, namely competition with other schools and inconsistency in uploading; then, inhibiting and supporting factors of social media-based management have a significant influence on the number of new students at MTS YPP Babakan Jamanis Parigi; then, regarding supporting factors, there is social media utilization, support from the principal; meanwhile, inhibiting factors include inconsistency in uploading and lack of interest in content.

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