



Digital Promotion Strategies Utilizing Social Media to Improve the Image of Educational Institutions

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ABSTRACT

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The rapid advancement of digital technology urges educational institutions to innovate in promotional strategies, particularly through the utilization of social media. Social media offers broad, flexible, and easily accessible channels for reaching potential students and improving institutional image. This mix method explores the implementation of digital promotion strategies using social media, supported by both primary data (observations and student questionnaires) and secondary sources. The findings reveal that optimized use of digital platforms significantly enhances public awareness and interest in educational institutions. Instagram emerged as the most influential platform, with 91.6% of users obtaining information through it, followed by the official website at 61.4%. The engagement rate is substantial, with 25.3% of users accessing content daily and 30.1% weekly. This digital engagement correlates with a noticeable increase in prospective student applications—from 3,328 to 3,788. The study contributes to the understanding of effective digital branding strategies in the education sector, particularly in the digital era.

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INTRODUCTION

The increasingly sophisticated world demands that educational institutions continuously innovate, particularly in marketing strategies. The rapid development of digital technology opens up significant opportunities for educational institutions to utilize various social media platforms as promotional tools (Anjani, 2024; Kurniawan et al., 2024; Pavlenko et al., 2023). Through social media, educational promotions, once limited, can now reach a broader and more universal audience. Furthermore, the flexibility of social media, accessible anytime and anywhere, is a distinct advantage in supporting educational service marketing efforts (McGarr & Engen, 2022; Zhong et al., 2023).

The world of education plays a crucial role as an institution that shapes character through various experiences and habits developed during teaching and learning activities. Education is a means to develop human resource potential and serves as a platform for building a society with noble character, justice, prosperity, and well-being (Prastowo & Manunggal, 2022). Education also offers a more structured investment for the future, thus yielding meaningful results in social life and as individuals. Education can develop human resource skills capable of deep thinking, innovation, good communication, and collaboration, thus enabling them to adapt to technological developments and the demands of the times.

In this digital era, where everything relies on technology, internet media is developing rapidly, providing changes in information technology, making it easier for people from various backgrounds to access the information presented. In addition to providing convenience, technological advances are affordable and accessible to all groups (Liu et al., 2020; Schwarz, 2020). Technological advancements have an impact and change public perception of all news received. Some marketers use marketing resources to introduce and promote products, both in the form of goods and services, using digital platforms known as *digital marketing* (Irfani et al., 2020). *Digital marketing* is an activity facilitated by digital information systems for the communication process, providing valuable information about products, both in the form of goods and services, to interested parties more quickly.

Improving the quality of education requires appropriate methods and techniques, one of which is utilizing digital information technology. The use of digital technology can facilitate public access to education, particularly for higher education, as not all districts and cities have campuses (Fornari & Da Fonseca, 2020; Guglietti, 2023). In addition to providing educational information, it also provides evaluation and feedback, making it easier for the public to establish connections that can impact public perceptions of activities and the expected quality of education. This will serve as a driving force for education in schools and higher education institutions to continue advancing and providing quality information to the public. This is done in an effort to improve the quality and quantity of education (Nisa' et al., 2024; Widiyari et al., 2024). Digital information technology can serve as a digital marketing medium for schools to promote and enhance the reputation of higher education. With digital marketing, the public can easily identify which educational institutions produce and provide skilled, high-quality, superior, and accomplished workers.

The quality of human resources can be formed and developed depending on the role of educational institutions (Mahmud et al., 2022; Wijaya, 2022). The success of educational institutions can be achieved by providing quality

education to users. Educational institutions must convince prospective students and parents of the quality and excellence of the educational services they offer as part of an effective marketing strategy (Bali et al., 2024; Herlina, 2024; Khoiroh et al., 2024). This demonstrates that an educational institution is still operating, and to gauge its existence, we can examine how it promotes itself.

The function of social media in promotional activities is to connect for communication, by conveying messages and providing information. The use of social media in educational institutions is to promote. The output of an institution can be a solution in achieving the promotional targets planned by the educational institution. Furthermore, it can also evaluate public enthusiasm through understanding the social media utilized (Rianto & Ridlwan, 2024). The products offered by the East Kalimantan Ministry of Health Polytechnic of Health educational institution include information on the SPMB (New Student Admissions System), student activities, competitions, and information regarding the advantages of each study program. Information can be easily accessed by students, making it easier for them to obtain information related to the majors available at the East Kalimantan Ministry of Health Polytechnic of Health.

In addition to East Kalimantan Polytechnic of Health students, the general public can also access social media and the official website of the Polytechnic of Health for various information. With social media, prospective new students do not need to register offline, and for further information, they can also directly connect with *the contact person* for detailed information that is not yet understood (Jali, 2025; Safitri et al., 2025; Sain, 2025). In addition, information on student competency development is also facilitated by Instagram from each department. A lot of information is contained in the platform, including the implementation of competitions, student activities, and community service activities so that interaction between departments can be easily carried out both within the scope of the East Kalimantan Polytechnic of Health and outside the East Kalimantan Polytechnic of Health.

The challenge facing educational institutions from year to year is the intense competition in attracting prospective new students to enroll. Promotion is essential for educational institutions to introduce their various products. Offline promotion can be done through outreach from one school to another, requiring considerable time and effort. With social media, promotions can be disseminated massively and accessible to all levels of society, both within and outside Kalimantan. Digital media is very effective in promoting educational institutions. With the promotion of products offered by the East Kalimantan Ministry of Health Polytechnic, parents can also choose the best majors for their children. Based on this background, the author focused this research on an in-depth examination of educational marketing strategies in an effort to increase the

number of applicants at the East Kalimantan Ministry of Health Polytechnic. Furthermore, the author also sought to determine which digital media are suitable for promoting higher education institutions.

RESEARCH METHOD

This study used a mix methodology, where the application of social media as an educational promotion effort at the Poltekkes Kemenkes East Kalimantan systematically, gradually, and continuously. Qualitative research is a process of examination to obtain complete information in the form of structured narratives or expressed verbally or in writing by a real person (Hidayat & Nurmalasari, 2024). Data collection techniques used observation methods, questionnaires and documentation studies. Direct observation was conducted in 2025 at the Poltekkes Kemenkes East Kalimantan by collecting data from the rectorate regarding the number of applicants over the past 5 years. In addition, questionnaires were also sent to Poltekkes East Kalimantan students to determine which digital media platforms were most influential in providing information related to products at Poltekkes Kemenkes East Kalimantan.

This study uses primary and secondary data. Primary data is obtained through observation and questionnaire results completed by students. Meanwhile, secondary data is data that can strengthen analysis and research, helping to evaluate research objectively through pre-existing data (Lexy Moleong, 2024). In this study, secondary data was obtained through supporting data from the rectorate of the Poltekkes Kemenkes East Kalimantan, related to the use of digital media as a promotional tool for education at the Poltekkes Kemenkes East Kalimantan to support quantitative approach.

The data collection process in this study focuses on identifying the methods and tools used by researchers to gather accurate and relevant information. This process is designed to be systematic, ensuring that each step follows a clear and structured approach. Researchers carefully select appropriate instruments to support the collection of qualitative and quantitative data. These instruments are chosen based on their reliability, ease of use, and relevance to the research objectives. The clarity in selecting and using these tools is essential to maintain consistency and credibility in the data obtained. Overall, this process ensures that the research findings are based on well-documented and methodologically sound data sources.

RESULT AND DISCUSSION

This study explains the importance of digital media promotional strategies for educational institutions, particularly the East Kalimantan Ministry of Health Polytechnic of Health. Observations and questionnaire analysis of

students at the East Kalimantan Ministry of Health Polytechnic of Health revealed a significant year-over-year increase in the number of applicants. This is evident from the comparison of the number of applicants from each department and student sentiment during registration.

Result

Based on results observation and data analysis of student polytechnic of health Ministry of Health East Kalimantan about use of digital media for looking for information around lectures the result is 100% them using digital media platforms.

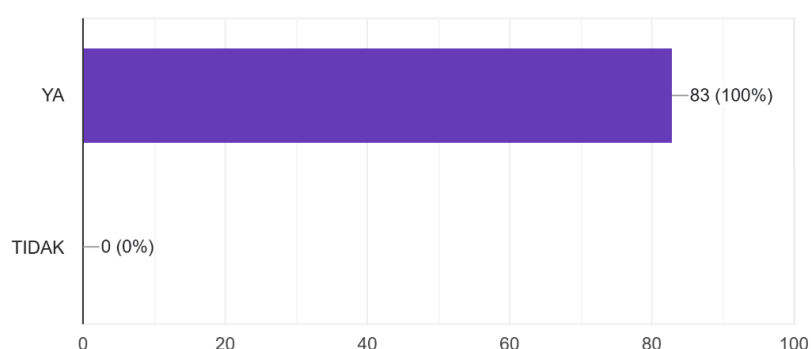


Figure 1. Use of the Dental Platform

Frequently used digital media used For get information about college tall is Instagram that is reached 91.6%, then the official website polytechnic of health Ministry of Health East Kalimantan as much as 61.4%. This is show that in generation Z more interested with Instagram Because the appearance more flexible compared to the official site.

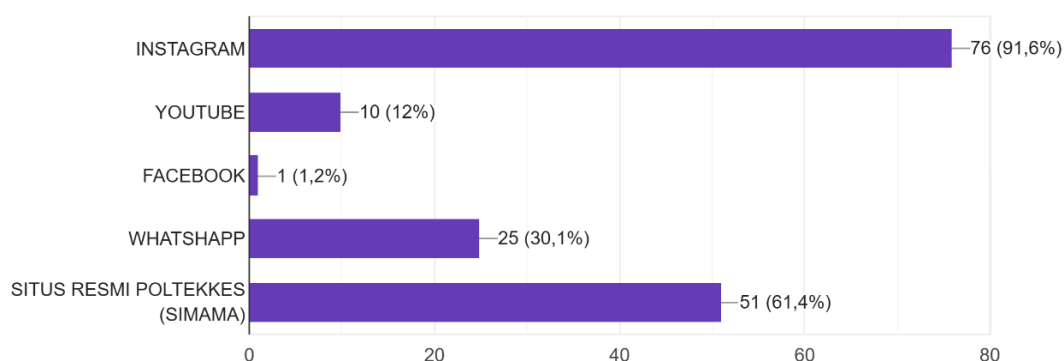


Figure 2. Types of Digital Media

Regarding social media that is frequently visited by students, around 25.3% of them intense open digital media in every day. Around 30.1% of them access digital media a week once. Besides that they also sometimes mechanisms a month once. This is done for get information related activity campus.

Most frequently asked information searching for covering information majors and prospects Work by 81%, the path enter lectures by 76.2%, scholarships by 71.4%, costs lectures 61.9% the rest about supporting campus activities.

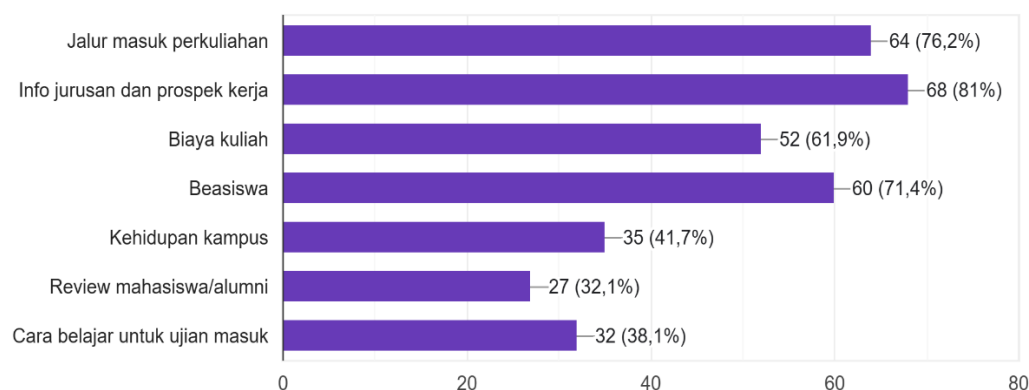


Figure 3 Information College

For source the digital information most trusted by students is the official site campus that is 89.3% of social media accounts campus 71.4%, discussion forums (podcasts) 13.1% of the remainder in supporters. Digital media is also quite influential in to give information that is by 93.2% so that student decide For determine campus choice dn major choice. Digital information also provides very accurate information for students and the general public.

The Covid-19 pandemic in 2020 and 2021 provided quite a fatal impact on educational institutions. Since During the Covid-19 outbreak, many digital media were utilized to replace offline activities. In addition to learning media, one of them promotion campus done online using various digital platforms. The results of digital promotion are very impact strong for enthusiastic student as candidate applicants. In 2020 the number of registrant reached 3,328 people while Power capacity only in 581 people. This is show that promotion online provide impact significant to image education at health polytechnics of Ministry of Health East Kalimantan. In 2021 experienced increase, number 3,788 students registered and the capacity capacity amounting to 709 people. Over time, the digital media used by Poltekkes Ministry of Health East Kalimantan the more develop, adapt with dynamics of social media. Starting from YouTube, Instagram, and Facebook, now these platforms are also expanding with the presence of TikTok and podcasts as means information and interaction.

Discussion

Research result explain that digital strategy has an influence on image education. This is in line with research conducted by Dewi (2024) that the first step taken for making digital platforms capable Work maximum done with method analyze behavior from public especially parents students and prospective students students, then institutions can know which digital platforms are suitable for needs of society (Dewi et al., 2024). The institution carries out promotion with the method of uploading information through social media related lembaga education, the Good, in the form of video or purposeful image for attracting attention and building a positive image. This gives proof that the influence of digital platforms is capable of create image positive for educational institutions specifically polytechnic of health Ministry of Health East Kalimantan.

Besides that the impact of the covid-19 pandemic big for school. One of the impact major problems experienced by educational institutions that is difficulty in interact in a way direct with community and hold activity look at face, therefore educational institutions need digital technology and *platforms* like YouTube, Instagram, and Facebook become means information and promotion of educational institutions (Aziz et al., 2025; Hina, 2024). This because, with existence of use and utilization technology, it can give influence to the public to perceive positively towards educational institutions. Along with the development era *digital platform* polytechnic of health to penetrate to TikTok and podcasts are increasingly Lots fans and followers. The average social media follower reaches 2,000 followers or even more. In addition to digital platforms, we also use the official website Polytechnic of Health East Kalimantan. In line with research conducted by Hia et al (2020), which states that required existence use and maximization role communication and information media as a medium of communication, the community is owned by the school.

The website and social media owned by SD Islam As-Salam, Malang, Indonesia play a role For Can spread information about the school quickly and wide so that, capable it accessible to parents and the community, and serving as a successful bridge success school For raising the institution's name during the pandemic. It is necessary to have interesting pictures and videos to support the delivery of information (Hia et al., 2020). Based on a review of several articles in scientific journals that are related to problems in the theme study, the formulation problem can be analyzed and discussed more continuously. In an effort increase image education in a school or institution education certain stages that need to be done covers identification need moreover first, then to be continued with formulation of marketing strategies that include segmentation, determining the target market (targeting), and placement positioning the institution in the mind

of society (*positioning*).

Next, for support activity marketing, educational institutions need to compile mix marketing or marketing mix. In the context of service education, mix marketing involving seven element main, namely quality services offered, determination suitable price, easy location accessible, appropriate promotional strategies, sources power competent human, system structured services, as well as proof physique from existence and credibility institution (Munawwaroh, 2024; Putri, 2023). Promotion as part of a marketing strategy can be done by spreading positive information through appropriate media, with developments of the times, such as the official website of schools and various social media platforms that are currently popular among the public.

According to the results study, empirical research conducted by Neneng Nurmalasari and Masitoh (2020), it is recommended that marketers or party institutions education moreover formerly identify related issues with market needs and desires. This is important because, in essence, educational services aim to serve and fulfill the hopes public as users of services. Educational institutions need to analyze market needs in a general dynamic, by the developments of the times. For example, in the era of open information and progress technology, society tends to need a source of Power from human beings who have competence (Nurmalasari & Masitoh, 2020). Therefore that, the institution education can to design service integrated learning with mastery digital technology. In addition, identification problems can also be done with notice condition demographic public around, like the level of economy, potential sources of Power, local, and other factors. With Thus, the education provided can play a role in increase welfare and encouraging the growth economy in surrounding communities.

The use of social media in Indonesia continues to experience an increase, recorded around 68.9% of the population accessing social media. Of the total Of these, 84.8% are Instagram users, 81.3% use Facebook, and 63.1% access TikTok, as well as other platforms. Seeing this trend, promotional service education should start utilizing social media as one of the main channels, considering this media own a wide reach, is easily accessible to the public, and is more economical compared to method promotional conventional (Abdullah, 2024; Umar et al., 2024). Various activities in the institutional environment, such as the learning process, extracurricular activities, flagship programs, to various special events, can be published selectively and attractively through social media. This is aiming to introduce as well as build a positive image institution in a way consistent in the eyes public.

Consistency in share program information and documentation through platforms such as Instagram, Facebook, YouTube, websites, and social media can

increase public trust as the candidate participant educates. This shows that educational institution own their reputation, achievements, and commitment to organizing quality education (Prastowo & Manunggal, 2022). This is in line with research conducted by researchers, where the most popular platforms for students are Instagram, YouTube, TikTok, and Facebook. Educational institutions ideally build and maintain harmonious relationships with the government, local as well as figures community (S. Aziz & Rahim, 2025; Karapetyan, 2024; Morata et al., 2024). Work the same. This is important because it can strengthen the legitimacy of existing institutions in the middle society, at the same time giving contributions to forming a positive image that supports strengthening the educational brand of institutions the educational. A good image greatly influences the effectiveness of marketing strategies service educational services, because it can push the public to choose and trust the education of children who are in the institution.

When the target amount participant is achieved, then cost operational institution will more easy fulfill. This is ultimately supporting achievement, qualified and empowered graduates are competitive. In terms of this, the existence of powerful educators and staff professional education becomes an asset main institution of education, because a quality source of powerful men is what determines the quality service education, especially in producing excellent graduates. For that, the educational institution needs in a way consistent organize training and development competence for all powerful educators and also education. Update competence. This must be done in a way periodically so that you can adapt to the demands of the times. Projections of current human resource needs this and in the future demand powerful work that is not only characterful, strong, and morally high, but also has a good ethos job , as well as the ability to think critically, creatively, communicatively, and collaborative. Human resources such as this are what is expected capable contribute real value as well as become leaders in the changes of the times.

CONCLUSION

Findings are the most important in the study. This is the use of digital platforms for optimization, promotion, and institutional education in the digital era. This gives a very significant contribution big for the Polytechnic of Health, the Ministry of Health, East Kalimantan. This is shown by the number of followers reached, more than 2000 followers on each digital media. 100% students use digital platforms to access information, including new students at the Polytechnic of Health, Ministry of Health, East Kalimantan. Digital media used Polytechnic of Health, Ministry of Health, East Kalimantan, containing information on track, enter lectures, major information, and prospects work,

costs lectures, scholarships, activities on campus, alumni reviews, and how to Study For the exam, student reception. The most frequently used digital media for getting information about the college tall is Instagram, that is reached 91.6%, then the official website Polytechnic of Health, Ministry of Health East Kalimantan, amounting to 61.4%. The number of digital platform visits is around 25.3% and many of them are intensive open digital media every day. Around 30.1% of them access digital media once a week.

In addition to the number of followers, the impact of using digital platforms is one of the factors that is amount applicants who exceed Power's accommodation. This shows that digital platforms can promote the image of educational institutions. In 2020, the number of registrants reached 3,328 people, while the Power capacity was only 581 people. This shows that promotion online has a significant impact on image education at the health polytechnics of the Ministry of Health, East Kalimantan. In 2021, experienced increase was experienced, number 3,788 students registered and the capacity capacity amounting to 709 students. In addition response student responses about digital platforms are very positive; they get information in accordance with their needs, for example, information enter lectures, scholarships, and various activities on campus.

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