

Social Media Optimization in School Image Transformation: Instagram Interactive Strategies in Schools

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ABSTRACT

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This research focuses on exploring the role of Instagram as a social media platform in building the school's image, with a case study on Public Senior High School 1 Paiton. In today's digital context, social media has become a strategic tool for educational institutions to strengthen their relationships with their communities and promote their values and achievements. This study uses a qualitative approach with a case study method, where data collection techniques include in-depth interviews, direct observations, and analysis of documentation from the school's Instagram account. The results of the study show that the consistent use of Instagram is able to increase public engagement, strengthen relationships with students and parents, and build a positive image of the school in the eyes of the community. Engaging visual content and the use of interactive features such as Instagram Live are key in creating effective two-way communication. The implication of this study is that schools can utilize Instagram not only as an information medium, but also as a strategic tool to shape the image of the institution and build public trust.

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INTRODUCTION

In today's digital era, social media has become an integral part of daily life. The development of communication technologies is not only changing the way individuals interact with each other, but also affecting the way organizations and institutions, including schools, communicate with the public (Gupta & Bashir, 2021; Rai, 2021; Wang et al., 2021; Rusdi et al., 2022; Susilawati & Astuti, 2022). One of the social media that has a great influence in building the image and promoting the activities of the institution is Instagram. This platform, provides schools with the opportunity to display various activities (Delbaere et al., 2021; Pittman & Reich, 2021; Harris & Dennis, 2021; Wijaya & Khoir, 2022).

In the midst of rampant competition between schools, especially in attracting prospective students and building relationships with the community, Instagram is a strategic tool that must be maximized (Wang et al., 2021; O'Leary, 2021; Sterling, 2021; Maulidah et al., 2023).

However, there have not been many studies that specifically explore how schools use Instagram to build their image and how this affects public perceptions, especially in the context of schools in Indonesia (Akyol et al., 2022; Cernaianu & Marinescu, 2022; Dzhafarova, 2021; Chuanchen, 2023; Norman & Paramansyah, 2024). The importance of this topic being discussed academically lies in how social media, as a modern communication tool, can directly affect the reputation of educational institutions (Gupta & Bashir, 2021; Kim & Song, 2021; O'Leary, 2021; Ansori et al., 2023). Social media is no longer just a place to share information, but also a tool that determines the image and reputation of the public (Kim & Song, 2021; Rai, 2021; Delbaere et al., 2021; Zaini, 2024). Based on the theory of mass communication, the media plays an important role in disseminating effective messages to their audiences, both in the context of educational institutions and others (Harris & Dennis, 2021; Wang et al., 2021; Pittman & Reich, 2021; Sanjani, 2023). In this case, Instagram offers a two-way communication platform that can strengthen the relationship between the school and its community (Rai, 2021; O'Leary, 2021; Akyol et al., 2022; Hamidah, 2023).

Based on the results of research conducted at Public Senior High School 1 Paiton, it was found that the use of Instagram as a communication and promotion platform has had a significant impact on the school's image. Direct observation shows that the school's Instagram account is actively managed, with consistent uploads regarding various school activities, such as academic achievements, extracurricular activities, and social events. The uploaded content not only serves as an informational medium, but it is also designed to attract the attention of followers, including students, parents, and the general public. The use of visually appealing photos and videos, as well as informative captions, strengthens the school's impression of professionalism and dedication in providing quality education.

Research related to the use of social media in building organizational image has grown, but it is still limited in the context of education, especially in Indonesia. A study by Nugroho and Azzahra (2022) investigates the role of social media, specifically Instagram, in promoting local businesses in Indonesia. They found that Instagram is an effective platform in building brand image through visual content and direct interaction with consumers. These findings are relevant because they show how content visualization can strengthen relationships with audiences, which can be applied in a school context.

Another study by Rangan et al. (2021) focuses on how social media is used by educational institutions in Indonesia. The results of their study show that schools that are active on social media, especially Instagram, have an easier time reaching a wider audience and increasing public involvement in school activities. This study provides evidence that social media can be an effective tool to strengthen the connection between schools and the community.

Meanwhile, a study from Sazali and Sukriah (2021) highlights the use of Instagram by public relations of educational institutions to improve the image and reputation of institutions. They found that direct interactions through Instagram, such as the use of the Instagram Live feature, were able to create a closer relationship between the school and the community, as well as increase public trust in the school.

Of the three studies, a gap emerged was the lack of specific exploration of how social media, particularly Instagram, is used strategically by schools in Indonesia to build an image effectively. Most previous studies have focused only on the role of social media in general, without looking deeply at how strategies implemented by schools can shape public perception.

This research tries to fill the gap by focusing on the specific strategy implemented by the school, namely Public Senior High School 1 Paiton, in utilizing Instagram to build their image in the eyes of the public. The novelty of this study lies in its detailed approach to how schools utilize visual content, two-way interaction, and Instagram features to influence public perception. Unlike previous studies that only looked at social media as a promotional tool, this study explores specifically how Instagram can be used strategically to increase community engagement and shape the identity of educational institutions. By emphasizing the context of secondary schools in Indonesia, this study makes a unique contribution to understanding the dynamics of social media use in the education sector, as well as providing practical guidance that can be applied by other schools.

This study aims to explore how the use of Instagram by Public Senior High School 1 Paiton can effectively build a school image in the eyes of the community. This research provides insight into the visual communication strategies and social interactions that schools carry out through the Instagram platform, as well as how this affects public perception. By understanding how social media can be used effectively in an educational context, the results of this study are expected to be a guide for other schools in utilizing digital technology to improve the image and engagement of the community. The urgency of this research lies in the increasing role of social media in determining the reputation of educational institutions, which if managed properly can have a long-term positive impact on schools.

METHOD

This study uses a qualitative research method with the type of case study (Snyder, 2012). This type of research was chosen because it allows for an in-depth exploration of the use of Instagram in building a school image in a specific context, namely Public Senior High School 1 Paiton. The qualitative method of the case study type was chosen because it can capture the phenomenon holistically and provide a detailed understanding of how the school uses social media to interact with its community. This method is more appropriate compared to the quantitative method because the research aims to understand the context, perception, and subjective experience of stakeholders, not to measure numerical data. Through case studies, this research can explore the dynamics that occur in schools more thoroughly and in depth.

The data collection techniques used include in-depth interviews, direct observation, and documentation. Interviews were conducted with various stakeholders at Public Senior High School 1 Paiton located in Paiton District, Probolinggo Regency. The respondents interviewed included 15 people, consisting of school principals, public relations staff, students, parents, and alumni. The selection of respondents was carried out purposively, with the criteria that they were active users of the school's Instagram or had a role in the management of the social media account. In addition, direct observation was carried out on the school's Instagram account over a two-month period, during which content activity, interaction, and responses from the online community were observed and recorded. Documentation is also used to collect data from Instagram posts that promote school achievements and activities.

For data analysis techniques, this study uses the Miles and Huberman model, which consists of three main stages: data reduction, data presentation, and conclusion drawn/verification (Priya, 2021). After the data is collected through interviews, observations, and documentation, the first step is to reduce the data by sorting, selecting, and focusing important data that are relevant to the research objectives. The data is then presented in the form of a thematic narrative that describes the patterns that emerge from the results of interviews and observations. After that, conclusions are drawn by identifying the main findings and verifying the results through triangulation of data from various sources. This technique ensures that the results of the research are consistent and reliable, and provides an in-depth picture of the role of Instagram in building the school's image at Public Senior High School 1 Paiton.

FINDINGS AND DISCUSSION

This research aims to explore the role of Instagram as a social media platform in building the school's image, especially at Public Senior High School 1 Paiton.

In addition to in-depth interviews with stakeholders, the study also involves direct observation of the activity of the school's official Instagram account. During the observation process, the Instagram account of Public Senior High School 1 Paiton consistently updates content that features various school activities, such as academic achievements, extracurricular activities, and social events. These observations show that schools use strong visual strategies to reinforce their imagery, especially through the use of images and videos. Based on the results of observations, it was found that interaction through comments, likes, and sharing was very high in posts that displayed student achievements or activities involving the school community.

The results of this observation were then strengthened by interviews conducted with various parties, including school principals, public relations staff, students, parents, and alumni. This interview provides an in-depth look at the effectiveness of Instagram in building relationships between schools and their communities.

Increasing Public Awareness through Visualization of School Activities

Instagram has become a key tool in raising public awareness of various school activities, from academic achievement to extracurricular events. Observation of the Instagram account of Public Senior High School 1 Paiton shows that the school regularly posts photos and videos that show various activities and achievements of students. This attracts the attention of account followers, especially students and parents. The principal of Public Senior High School 1 Paiton, in an interview, stated that:

"We often post photos and videos of student activities such as debate competitions, art events, and social activities. In this way, the wider community, including parents of students, can better understand our flagship programs (I_KS)."

This statement corroborates the results of observations that show the high frequency and quality of visual content uploaded by schools. By displaying these activities visually, schools can increase their visibility in the community. One of the students stated:

"If you look at the school's Instagram account, I feel proud to be able to go to school here. My friends from out of town also often ask about this school after seeing our posts on Instagram (I_S)."

These findings show that Instagram has succeeded in creating a sense of pride among students and is able to attract the attention of the public outside the school environment. Parents also recognize the importance of this platform in understanding their children's activities in school. One of the parents mentioned.

"With Instagram, I can follow my child's activities without having to be present at school all the time. It helps me to stay updated on what is happening at school (I_Ortu)."

The results of this interview indicate that Instagram facilitates parents in monitoring their children's school activities without the need for physical presence. This shows that social media is becoming an effective means for parents to stay connected with their children's development and school activities in real-time. It also reflects the importance of fast and efficient access to information in creating closer engagement between schools and families, while reducing geographical barriers or time constraints that are usually an obstacle for parents to participate directly in school activities. Meanwhile, the Instagram account owned and used by Public Senior High School 1 Paiton is as shown on figure 1.

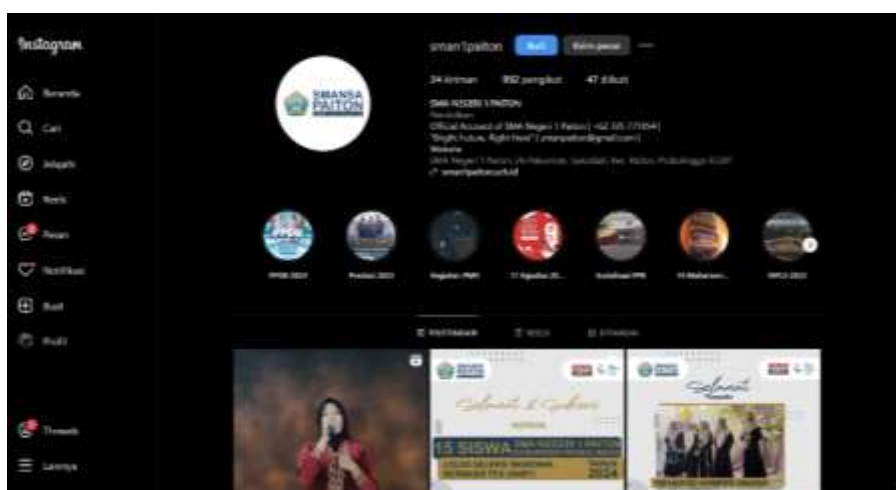


Figure 1. Instagram Public Senior High School 1 Paiton

The image above shows the official Instagram profile of Public Senior High School 1 Paiton who is actively sharing information and school achievements. With 34 uploads and 992 followers, this account uses Instagram as a tool to strengthen the school's image, promote student achievement, and convey important events such as PPDB, Achievement 2023, and PPK Socialization. Recent posts highlight student achievement in the SNBT Test, emphasizing Instagram's role as an effective visual medium in building relationships with the school community and increasing parent and public engagement.

These findings support the theory of mass communication in which visual media plays a major role in the effective dissemination of information (Nasrullah, 2017). Through the use of images and videos, schools are able to convey messages in a more interesting and easily accepted way by various groups.

In the context of education, this has implications for increasing community involvement and fostering a sense of pride in the institution. Digital media theory also mentions that platforms like Instagram facilitate two-way communication that allows for closer interaction between schools and their stakeholders (Rangan et al., 2021).

Building Relationships and Trust with the School Community

Observations also show that the use of Instagram as a means of direct communication between schools and parents or students is very effective. Features like Instagram Live, which is often used by schools to answer questions from parents, have proven to get a lot of interaction from users. One of the school's public relations staffs revealed:

"We often use the Instagram Live feature to have a direct conversation with parents or students, especially when there are important activities such as new student admissions or other important announcements. This helps us answer questions directly and transparently (I_Hms)."

This quote indicates the importance of real-time interaction in strengthening the relationship between the school and the community. One of the parents also commented:

"School Instagram is very helpful when I want to know more about school activities or programs. Through the live session, I feel more connected to the school, like being there directly (I_Ortu)."

Students, in this case, also feel the same benefits. One of the students said:

"I like it when the school goes live on Instagram, because we can interact directly, we can even express our opinions through comments during the live (I_S)."

The results of the interviews show that Instagram Live strengthens the interaction between the school and its community. Parents feel more connected to school activities without having to be physically present, while students enjoy active participation by providing comments and opinions. This proves that Instagram is not only an information tool, but also an effective medium of interactive dialogue.

The theory of public engagement proposes that direct interaction through social media can increase public trust and loyalty to institutions (Sazali & Sukriah, 2021). In the context of schools, Instagram is not only a platform for sharing information, but also a two-way interaction channel that creates a closer bond between students, parents, and schools. This is in line with the concept of dialogical communication in public relations which emphasizes the importance of active and open conversations between organizations and their audiences (Muchtar & Herdiana, 2018).

Creating School Identity and Values through Educational Content

In addition, the results of observations show that schools often use Instagram to display school values, such as solidarity and social care, through educational content. This can be seen in posts that show social activities, such as scholarship programs and social services. In the interview, the school's head of public relations explained:

"We always try to show the humanist side of the school, such as scholarship programs and social activities. Thus, the community can see that we are not only an academically outstanding school, but also care about the surrounding environment (I_Hms)."

One student also added that:

"The content that displays the values of care and solidarity makes me feel more proud of this school, and it also shows that the school is not only concerned with academic values (I_S)."

The parent of one of the students stated:

"I like to see content about school social activities, it shows that schools have a great attention to the formation of students' character. This is one of the main reasons why I chose this school (I_ortu)."

The results of the interview conducted above, revealed that Instagram is not only used as an academic promotion medium, but also as a means to display human values and social care of the school. Programs such as scholarships and social activities uploaded on this platform form a positive perception in the community, showing that the school cares about character building and does not only focus on academic achievement. For students, content that highlights solidarity and care increases their sense of pride in their school. Meanwhile, for parents, the display of social content is an important factor in choosing a school, because they see a school that is able to balance the academic aspects and character development of students.

The use of Instagram to highlight school values supports the theory of organizational identity which states that media can be used to convey and build an organization's identity consistently (Puspaningtyas et al., 2022). It is also relevant to the concept of branding where educational and inspirational content is able to create a positive perception among the audience and strengthen the image of the institution as a school that not only focuses on academics, but also on the formation of student character.

From the results of this study, it can be concluded that Instagram plays an important role in building the school's image, increasing public awareness, strengthening relationships with the school community, and introducing school values and identities to the wider community.

With the right usage strategy, Instagram can be a very effective tool in promoting educational institutions while also strengthening the emotional bond between schools and stakeholders. This can also be seen from the various forms of community engagement generated through content uploaded on Instagram, as seen in the following table:

Table 1: Community Engagement via Instagram

Types of Activities	Content Form	User Engagement
Extracurricular Activities	Photos & Videos	Positive comments, content sharing
Academic Achievement	Testimonial, Story	Peningkatan followers, likes
Social Activities	Live session, Post event	High parental participation in school events.

This research makes practical and theoretical contributions to the use of Instagram as a strategic tool to build image and increase school community engagement. In practical terms, these findings can be used as a guide for educational institutions to design effective social media strategies, such as the use of visual content and interactive features such as Instagram Live to strengthen communication and engagement with parents, students, and the community. Theoretically, this research shows that social media, specifically Instagram, can function not only as a promotional tool, but also as a platform that builds institutional identities and values through relevant and interactive content.

CONCLUSION

The research shows that Instagram has an important role to play in building a school's image, increasing community engagement, and strengthening relationships between schools and their stakeholders, such as students, parents, and the general public. The findings of this study emphasize that social media, when used with the right strategy, can be an effective tool for promoting school values, achievements, and activities. The use of visual features such as photos, videos, and live sessions has succeeded in attracting attention and building emotional attachment with the school community, which ultimately increases the sense of pride and trust in the educational institution. With this, this research provides new insights into how social media can be integrated in school image management and strengthen community engagement in real-time.

This research has significant strength in the development of educational communication strategies through social media. This research enriches perspectives on Instagram's role in the education sector, offering a new perspective on how social media can be a means of promotion.

Nonetheless, the study has limitations, such as its scope focusing on only one school, which may not be fully representative of other institutions. In addition, the methods used are mainly qualitative, so further research with a wider scope and a quantitative approach is needed to confirm these results. Further research can accommodate variables such as differences in age, gender, or socio-economic background, as well as involve more institutions to provide a more comprehensive and informative picture for policy-making in the field of education.

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