

The Effectiveness Of The Use Of Social Media In School Promotion At Ulul Albab Islamic Private Elementary School Jember

Efektivitas Penggunaan Media Sosial Dalam Promosi Sekolah Di Sdswa Islam Ulul Albab Jember

Dani Hermawan^{1*}, Dindya Vikri Roemaisha² 

^{1,2} UIN Kiai Haji Achmad Siddiq Jember, Indonesia

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ABSTRAK

Saat ini kita berada pada zaman dengan serba-serbi digital, dimana penggunaan internet tidak hanya pada dunia bisnis saja, akan tetapi sudah menjamah dunia pendidikan. Seperti SDS Islam Ulul Albab. Uniknya sekolah ini sejak awal pendiriannya tidak pernah mencetak banner untuk merekrut peserta didik baru. Yang berujung guna menyisir golongan sibuk bekerja dan tidak banyak memiliki waktu luang. Sehingga diperoleh rumusan masalah yaitu bagaimana efektivitas pemanfaatan media sosial dalam promosi sekolah di SDS Islam Ulul Albab Jember. Yang bertujuan untuk mengukur keefektifan pemanfaatan media sosial dalam promosi sekolah di SDS Islam Ulul Albab Jember. Metode yang digunakan ialah sequential explanatory beserta analisis uji t-test dengan jenis posttest only control group design. Dengan teknik pengumpulan data berupa penyebaran angket, wawancara, observasi dan dokumentasi. Adapun hasil pada penelitian ini yakni terdapat keefektifan yang signifikan pemanfaatan media sosial dalam promosi sekolah di SDS Islam Ulul Albab Jember terbukti berdasarkan hasil t hitung $> t$ tabel ($7,820 > 1,998340543$), dengan besar persentase keefektifan sebesar 81%. Yang didukung oleh adanya tim khusus yang bertanggung jawab mengelola media sosial yang bernama tim media. Dan terdapat program pengembangan kualitas sumber daya pendidik dan tenaga kependidikan diantaranya pelatihan kompetensi penunjang seperti pelatihan editing, tilawah, PSDW dan sejenisnya.

ABSTRACT

Currently, we are in an age with digital sundries, the use of the internet is not only in the business world but has touched the world of education. Such as SDS Islam Ulul Albab. Uniquely, this school since the beginning of its establishment has never printed banners to recruit new students. Those who aim to comb the group are busy working and do not have much free time. So the formulation of the problem is how effective the use of social media in school promotion at SDS Islam Ulul Albab Jember. Which aims to measure the effectiveness of the use of social media in school promotion at SDS Islam Ulul Albab Jember. The method used is sequential explanatory along with t-test analysis with the type of posttest-only control group design. With data collection techniques in the form of questionnaire distribution, interviews, observations, and documentation.

The results of this study are that there is a significant effectiveness of the use of social media in school promotion conducted by SDS Islam Ulul Albab Jember proven based on the results of t count $> t$ table ($7,820 > 1,998340543$), with a large percentage of effectiveness of 81%. This is supported by the existence of a special team responsible for managing social media called the media team. There are programs to develop the quality of educator resources and education personnel including supporting competency training such as editing training, recitation, PSDW, and the like.

*Corresponding author

E-mail addresses: dani_0z@uinkhas.ac.id (Dani Hermawan)*

E-mail addresses: dindyavikri18@gmail.com (Dindya Vikri Roemaisha)

1. INTRODUCTION

We are currently in an age of digital sundries. In the age of society 4.0, human activities are very dependent on the internet. Just like in our country, according to the latest data on internet users in Indonesia as of January 2023, it was recorded at 212.9 million, in the latest report from We Are Social entitled "Digital 2023". (Kemp, 2023) The use of the internet today is not only in the business world but has touched the world of education. As well as in Saidah, et al's research entitled "Marketing Strategy for Educational Services in Increasing Public Interest in Madrasah Ibtidaiyah Muhammadiyah 02 Cakru Kencong Jember" where in this study uses strategies indirectly by utilizing technology in the form of disseminating information on new student registration through social media. (Saidah, Hermawan, Hartono, & Anwar, 2022)

In the past school promotion was only done through print media such as newspapers, and magazines, distributing brochures, placing banners in strategic places, and so on. Along with the development of technology and information, today is high-speed. And the presence of the internet as a medium of online information. With the offer of ease of access. Now school promotion is not only done through print media but has moved to social media that is friendly in terms of time and cost. By using social media, promotion is not only monotonous in images and writing, but can also be packaged in the form of varied videos and certainly more interesting than just in the form of pictures and writing.

For example, in promoting its school, an educational institution opens New Student Admissions by utilizing social media as has been done by one of the schools under the auspices of the Ulul Albab Foundation. The name is Ulul Albab Islamic Private Elementary School (SDS). This educational institution was established in Jember Regency, more precisely located on Jl. Udang Windu RT 01 RW 02 Sempusari, Kaliwates, Jember.

It should be noted that SDS Islam Ulul Albab in promoting its institution targets groups who are active on social media. (Saadilah, Wawancara di SDS Islam Ulul Albab Jember, 2023) Usually, this group is a group that is busy working and does not have much time to find information directly. The middle to upper economic level and the average already have gadgets to find information about schools through social media. When compared to elementary schools in villages, they tend to disseminate information through word of mouth. Due to the middle to lower economic level they rarely access social media. This is supported by the number of students who enrolled at SDS Islam Ulul Albab Jember from its inception until 2023. (Junita, Data Penerimaan Peserta Didik Baru SDS Islam Ulul Albab Jember , 2023) The admission data of new students can be seen in the following diagram:

**Tabel 1. 1 New Student Admission Data SDS Islam
Ulul Albab Jember**

No	School Year	Registrants	Accepted
1	2019/2020	30	30
2	2020/2021	60	60
3	2021/2022	88	60
4	2022/2023	93	71
5	2023/2024	100	60

Based on the table above, it can be seen together that there is an increase every year. At the beginning of its establishment, 30 students applied and were accepted. In the following year, in 2021 there was an increase, namely 60 students registered and were accepted. Then, there was another increase in 2022 with 88 students enrolled and 71 accepted. But in 2023, there is a reduction in the number of students even though there are 100 students enrolled, only 60 students are accepted. This is due to limited classroom space and complaints from parents. Where at each level there are only 2 classes.

As for several previous studies that examined school promotion through social media, one of them was conducted by Nur Marzydha Saputri "The Influence of Social Media as a Promotional Tool on Student Interest in Madrasah Aliyah Negeri Kendal". In his research, it was found that social media was influential by 35.2% and the rest was influenced by other factors. Instagram is a social media that is the biggest contribution as a school promotion tool to attract students in MAN Kendal. Therefore, from this research, social media is influential as a school promotion tool. Therefore, here researchers are interested in researching "The Effectiveness of Social Media Utilization in School Promotion at SDS Islam Ulul Alab Jember".

2. METHOD

To identify this study, researchers used a sequential research method combined with quantitative and qualitative methods (mixed method) with sequential explanatory models/designs (sequence of evidence). Quantitative research methods are the main method, while qualitative methods are the supporting method. The analysis used is a t-test with a posttest-only control group design. With data collection techniques in the form of questionnaire distribution, interviews, observations, and documentation.

Similarly, with data analysis, this study also used two methods, namely:

First, quantitative data analysis using the t-test method type a posttest-only control group design through the help of SPSS For Windows Version 25. This design has 2 groups which are both randomly selected (R). The first group given treatment (X) is called the experimental group. The second group not treated (Y) was called the control group. (Sugiyono, 2019) As for this study, the experimental group was SDS Islam Ulul Albab Jember, while the control group was SDS Ilmu Al Qur'an Jember.

SDS Ilmu Al-Qur'an is one of the private schools that is close to the front of the research site. The use of SDS Ilmu Al'Qur'an as a control group is because the institution does not use social media as a means of promotion. However, it uses another method. One of them is the approaches taken by the principal, for example, social gathering together with parents of RA students who are sheltered in one foundation with SDS Ilmu Al-Qur'an.

Second, qualitative data analysis uses reduction, display, and conclusion of findings. (Helaludin & Hengki, 2019)

The main data is taken from a sample of the population. Which is determined using the Solvin formula. The population in this study is student guardians numbering 273. On the calculation of the Solvin formula, 73 student guardians were obtained who were sampled.

$$\begin{aligned}
 n &= \frac{N}{1 + Ne^2} \\
 &= \frac{273}{1 + 273(10\%)^2} \\
 &= \frac{273}{1 + (273 \times 0,01)} \\
 &= \frac{273}{3,73} \\
 &= 73,190 \text{ can be rounded to 73 respondents}
 \end{aligned}$$

Meanwhile, supporting data was taken from observations and official social media documentation of SDS Islam Ulul Albab Jember, as well as interviews with the principal, administration, and media team of SDS Islam Ulul Albab Jember.

3. RESULT AND DISCUSSION

Admission of New Students (PPDB) is a process that occurs every year before the new school year carried out by every school, both public and private. In the implementation of PPDB, school promotion activities are needed. School promotion is very important to attract the attention of parents so that they continue their education at the school. In the past, educational institutions promoted their schools through print media such as brochures, banners, or billboards. However, in the digital era, school promotion no longer uses print media, now it is starting to switch to using social media.

The Use Of Social Media

According to Kaplan and Michael Haenlein, there are several types of social media, namely social networking, blogs, microblogging, social bookmarking, media sharing, and wiki. (M. Kaplan & Haenlein, 2010) Today various kinds of social media have been widely used to communicate, exchange information, or disseminate information. Similar to SDS Islam Ulul Albab Jember to promote schools, SDS Islam Ulul Albab Jember uses social media to disseminate all school information as well as communicate with student guardians and the wider community.

The following are the results of the distribution of questionnaires to student guardians to find out how far social media is used to promote schools, seen in the following table, namely:

Table 1 Social Media Utilization of SDS Islam Ulul Albab Jember

No	Category	Frequency	Percentage (%)
1	Always	275	14%
2	Often	266	13%
3	Sometimes	182	9%
4	Infrequently	109	6%
5	Never	190	10%
Total		1022	100%

The table above shows the frequency of guardians who admitted to always using social media to access school information as many as 275 guardians with a percentage of 14%, the frequency of guardians who admitted to often using social media to access school information as many as 266 guardians with a percentage of 13%, The frequency of admitting guardians sometimes using social media to access school information was 182 guardians with a percentage of 9%, the frequency of guardians who admitted that they always used social media to access school information was 109 guardians with a percentage of 6%, and the frequency of guardians who admitted that they had never used social media to access school information was 190 guardians with a percentage of 10%.

According to the results of the questionnaire that has been distributed to parents, it turns out that most parents always and often see PBDB information through social media because the parents follow the official social media accounts of SDS Islam Ulul Albab and the official accounts of educators and education staff of SDS Islam Ulul Albab. In addition, the guardian is also based on the curiosity of the student's guardian about the development of his knowledge at school and always updates school information.

Meanwhile, guardians who fall into the category sometimes rarely see PBDB information because the guardians only occasionally open social media if they want to open it and when it appears on the homepage of the student's guardian. In addition, the student's guardian had seen PBDB information on another official social media belonging to SDS Islam Ulul Albab Jember.

Then if the student's guardian never saw PBDB information on SDS Islam Ulul Albab's social media because the student's guardian does not know the official social media account of SDS Islam Ulul Albab and some of the student's guardians do not have a Facebook account.

The data is supported by the results of observations that have been carried out by researchers regarding the use of social media at SDS Islam Ulul Albab Jember, researchers found 4 social media used to provide school information, namely Facebook, Instagram, YouTube, and websites. In addition, researchers also found several forms of dissemination carried out on social media in the form of national holiday pamphlets, greetings of achievements for both students and teachers, short videos, and articles. (Roemaissha, 2023)

**Figure 1 Facebook****Figure 2 Instagram**



Figure 3 Youtube

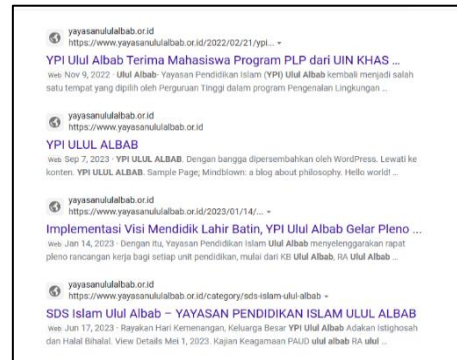


Figure 4 Website

The four social media were recognized by Ustadzah Saadilah as the Media Team if it is really used at SDS Islam Ulul Albab Jember as follows,

"Here we use social media for promotion there are Facebook, YouTube, Instagram, and websites". (Saadilah, Wawancara dengan Tim Media, 2023)

The same thing was also said by Ustadzah Junita as Head of Administration as well as the Media Team managing the website, namely: "We have Facebook, Instagram, YouTube, and website. Facebook, YouTube and Website are the responsibility of Ustadzah Ila, while the website is the responsibility of Ustadzah Junita" (Junita, Wawancara dengan Kepala Tata Usaha, 2023)

The explanation of Ustadzah Saadilah and Ustadzah Junita is supported by the opinion of Ustadzah Maisaroh as the Principal. The Principal also conveyed the journey of using social media at SDS Islam Ulul Albab, which is as follows:

"Yes, at the beginning, this institution only promoted on Facebook. Because at that time Facebook had many users, and I was active on Facebook until now. But after the development of the times, the social media we use has also increased as explained by Ustadzah Ila earlier, ". (Maisaroh, 2023)

So, based on the results of the distribution of questionnaires, observations, interviews, and documentation, researchers concluded that the use of social media at SDS Islam Ulul Albab Jember helped student guardians in accessing various information.

School Promotion

The word promotion comes from the English "promote" which means to develop, support. (Online, 2023) So every promotion carried out should be able to develop or cloud the products/services offered. If in the world of education, the form of support from promotion is how these programs can be well distributed to the community through the promotion.

According to Kloter and Keller, promotion is a form of communication used to inform, persuade, and remind about products or services produced by individuals or by an institution/organization. (Gracia, 2020) This means that promotion is used as a medium to inform, persuade, and remind people about a product/service.

The form of a promotion can be in the form of 4 elements as said by Swastha and Irawan, namely advertising, personal selling, public relations, and sales promotion. (Marjuki, 2020) This means that every promotion carried out must contain an idea or reminder, how much information, and as a medium to strengthen the community to choose the institution. The promotion can also be in the form of scholarships or payment subsidies. Which can support the development of the school's image and get good feedback from the community.

Similarly, SDS Islam Ulul Albab Jember is doing, where the school also utilizes 4 promotional elements whose implementation is carried out through social media. The following table is the result of the distribution of questionnaires to student guardians regarding this matter:

Table 2 Promosi Sekolah SDS Islam Ulul Albab Jember

No	Category	Frequency	Percentage (%)
1	Always	396	20%
2	Often	412	21%
3	Sometimes	401	20%
4	Infrequently	385	19%
5	Never	384	19%
Total		1978	100%

The table above illustrates the guardians of students who always get 4 promotional elements on the official social media of SDS Islam Ulul Albab as many as 396 guardians with a percentage of 20%, with frequent categories as many as 412 with a percentage of 21%, with categories sometimes as many as 401 with a percentage of 20%, with rare categories as many as 385 with a percentage of 19%, and with categories never as many as 384 with a percentage of 19%.

In accordance with the results of the questionnaire that has been disseminated, it turns out that the amount of information obtained by student guardians is because teachers always share updated activities on social media and also share them in class groups. So that's where student guardians get information about school activities.

This is similar to what the SDS Islam media team Ulul Albab said: "A lot of the information we share, later it can be seen directly on our social media." (Saadilah, Wawancara dengan Tim Media, 2023)

However, all information is shared on social media such as payment subsidies in the form of payment delays, and 10% and 50% discounts that will be obtained for students who meet the categories determined by the school. The details are:

"Here there is a delay in payment, 10% discount equals 50% mbak. The postponement of payment will later parents make a letter of postponement of payment first. Then for the 10% discount it is for 2 brothers who attend one institution at SDS Islam Ulul Albab and if the home address is close to the school, with the provisions of Jl. Udang Windu RT. 01 RW. 02 Sempusari Village, Kaliwates Jember. As for the 50% earmarked: First, for underprivileged students by attaching a certificate of incapacity then given to the administration. Second, for RA Ulul Albab graduate students, it applies to a discount on re-registration fees only" (Junita, Wawancara dengan Kepala Tata Usaha, 2023)

The rest is also the school's efforts in supporting school promotion such as the implementation of activities in the form of inner efforts, PSDW, teacher support, and foundation development for teachers. All these activities are documented and disseminated through social media. As stated by the SDS Islam Ulul Albab media team as follows:

"Every day we try to be content in schools, such as GERASI, P5, or anything that we can use as content. In addition, it is extracurricular. Not only that, we also create content in the form of Islamic words from the activities we do every Friday. For example, the words of the ustadz haris that we once invited were on Friday. So the point is that we here share not only student activities but activities related to this institution such as darling, PSDW and istigosah. Now we also make content as a school promotion media and we also share it on school social media" (Saadilah, Wawancara dengan Tim Media, 2023)

Then explained again by the head of the SDS administration Ulul Abab who said:

"Because his son came in from Monday-Friday. So we have activities on Saturday that there are activities to improve the quality of teachers such as inner efforts, PSDW (student and guardian groups), anjang sana between teachers and teacher development at school. In the first week, the inner iktiar activity contains istigosah and prayer together. In the second week, we visited one of the parents' houses in their respective classes. We teachers provide coaching to parents. In the third week, the event between teachers. And the last week is filled with foundation coaching for teachers. That way to stay focused on the triad of scholars. That way it will coordinate the understanding of all the power that is here. Foundation to teacher, teacher to parent and student." (Junita, Wawancara dengan Kepala Tata Usaha, 2023)

Furthermore, the same thing was also said by the principal of SDS Islam Ulul Albab Jember who said that:

"Actually, this school for the development of SDS is not all we have done. In this school, there are programs that I try to continue to support the development of human resources, for example, in the field of recitation, I bring in IT experts, in the IT field I bring in IT experts, in the field of journalists I bring in journalist experts. Many lecturers are experts in that field, yes, I brought them. So that my teachers are honed to continue their potential. If they are smart, then this institution will be increasingly needed because of its quality resources." (Maisaroh, 2023)

After all the data has been obtained, the researcher conducts hypothesis testing which aims to answer the hypothesis in this study, namely to investigate whether or not the use of social media in school promotion is effective. This study using a T-test test with a posttest-only control group design using the help of SPSS For Windows Version 25. Based on testing which refers to the following conditions:

1. If $t_{\text{count}} > t_{\text{table}}$, then H_0 is rejected and H_1 is accepted
2. If $t_{\text{count}} < t_{\text{table}}$, then H_0 is accepted and H_1 is rejected

First of all, before analyzing the data that has been obtained, all you need to do is find the table first. In this study to find a t-test using the help of Microsoft Excel with the formula: =TINV(probability; deg_freedom). Thus, the resulting table $t = 1.992997126$

Then, t_{table} has been obtained. The next step is to find the count. Here are the results of the T-test with the help of SPSS For Windows Version 25:

Table 4. 1 Output Uji T Utilization of Social Media in School Promotion

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Results of Using Social Media in School Promotion	Equal variances assumed	2.605	.109	9.017	144	.000	24.767	2.747	19.338	30.196
	Equal variances not assumed			9.017	140.534	.000	24.767	2.747	19.337	30.198

Based on the table above, $t_{\text{count}} = 9.017$. So obtained the test results $t_{\text{count}} > t_{\text{table}}$ ($9.017 > 1.992997126$), so that H_0 is rejected and H_1 is accepted. Therefore, it can be concluded that there is a significant difference between schools that use social media and schools that do not use social media. In other words, school promotion carried out using social media by SDS Islam Ulul Albab is more effective than SDS Ilmu Al Qur'an.

4. CONCLUSION

Based on the results of the data analysis that has been discussed in finding and discussion, it can be concluded as follows:

There is a significant effectiveness in the use of social media in school promotion carried out by the Islamic Private Elementary School Ulul Albab Jember. This is evidenced by the results of $t_{\text{count}} > t_{\text{table}}$ ($7.820 > 1.998340543$), with a large percentage of effectiveness of 81%.

This effectiveness is supported by the existence of a special team responsible for managing the social media of SDS Islam Ulul Albab Jember. The team is called the media team. There are programs to develop the quality of educator resources and education personnel including supporting competency training such as editing training, recitation, PSDW, and the like.

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