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ANALYSIS OF THE SOCIAL MEDIA USAGE ON THE DECISION TO THE ADMISSION OF NEW STUDENT PROCESS IN PRIVATE UNIVERSITY (Case Study: IBI Darmajaya Bandar Lampung)

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Abstract

Industrial revolution 4.0 has changed the business and people patterns on digital technology. This revolution is a cyber-physical system (CPS) that enables technology to bring virtual and physical worlds together in creating a connected internet-based world. Many companies must be able to transform themselves into the marketing company to compete globally. An important key in marketing is effective communication. This study determined the analysis of the usage impact of social media on the decision to the admission of new students in private universities. In this case, IBI Darmajaya Bandar Lampung was selected for this study in implementing the impact of social media usage for the marketing processes. This study was a qualitative approach with descriptive data processing from a survey conducted on student orientation in 2019. The selection of sampling in this study was a probability sampling design with a simple random sampling technique. The respondents were 100 new students. The results of this study were digital marketing using Whatsapp obtained at 95.8 per cent of the total respondents, Instagram at 92.8 per cent and Facebook users at 54.7 per cent. In addition, respondents obtained information about IBI Darmajaya 59 per cent from social media (WA, IG, FB, etc.) and the less was from others. It found that digital marketing approach impacted the marketing processes in this disruption era of marketing communication strategies on the admission of new students at IBI Darmajaya Bandar Lampung.

Keywords: Digital Marketing, Social Media, Disruption 4.0, Customer Decision

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1. INTRODUCTION

The Industrial Revolution 4.0 has changed the business world and the patterns from Conventional to fully Digital Technology. Industry 4.0 is a cyber-physical system (CPS). It enables technology to bring virtual and physical worlds together in creating a connected internet-based world. It is predicted that 25 per cent of the world economy will be digitalized in 2020 and 45 per cent of workers will become contractors or so-called liquid workforce by 2025. In this disruption situation, it opens up opportunities for newcomers to the digital economy to compete with others. The concept of marketing must be applied in managing an organization. The company must be able to transform itself into a marketing company to compete globally. An important key in marketing is effective communication. The digital world becomes a means of communication that is not limited by distance and time, where this is an opportunity to carry out marketing communication with the aim of providing information. This marketing communication provides hope to increase brand recognition and awareness so that it is easy for consumers to know.

Internet users in Indonesia improved in 2019. Based on the results, the number of internet users in Indonesia grew by 10.12 per cent. The total population of 268.2 million people in Indonesia, there are 150 million people or around 56 per cent who have been connected to the internet (Hootsuite, 2019). In detail, this figure can be seen in figure 1.



Figure 1. Indonesian Internet Penetration in 2019

16 platforms often use in digital marketing are social media or social networking in usage 16 to 89 per cent (Hootsuite, 2019). The top result is YouTube. It has 89 per cent. It leads above Whatsapp and Facebook for 83 per cent and 81 per cent. The fourth position is Instagram for 80 per cent and the fifth is Line 59 per cent. It also stated data from We are Social that the most widely used social media platform

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in Indonesia as of January 2019 is as shown in Figure 2

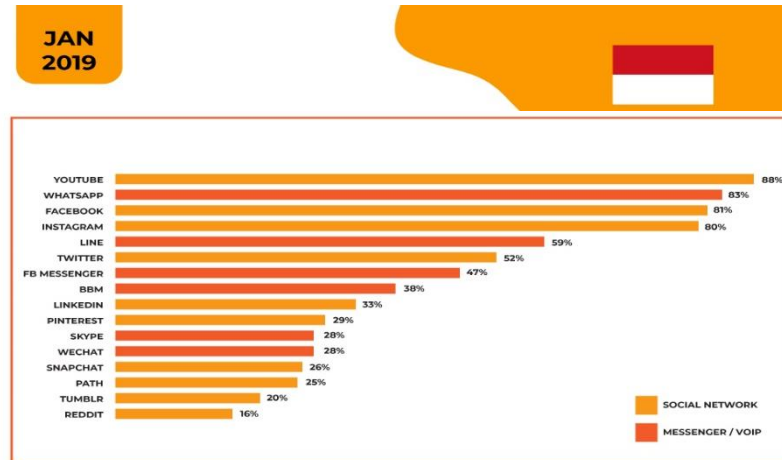


Figure 2. The Most Widely Used Social Media Platform in Indonesia

In this disruption, it influences the marketing pattern of a product. Higher Education is one of business in the marketing pattern of a product. It requires brand recognition and awareness through the website. The website development at the University has the purpose of which is to provide information on profiles, academic programs, facilities and infrastructure, activities that have and will take place, achievements that have been obtained and so forth. With this website, universities can move users (students) to get complete information without having to come directly to the location. The role of this website is to become one of the media publications that are widely used by universities in establishing communication with prospective students.

According to Kotler et al. (2002), the decisions are actions of consumers to want to buy or not to product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider the quality, price and products that are already known by the public. Moreover, companies must know what is needed and what is desired by the customer. Higher education is a place that is used as a Research and Development and arena for the formation of new people to produce a generation that has the personality and scientific competence according to their fields (Sutabri, 2007).

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The decision to choose a college is an investment decision. The investment must benefit consumers after graduating from college. That is because in-between requires a large cost, studying in college also takes a long time. Therefore, college consumers must have a strategy in choosing a good and high-quality university. Competition in the higher education industry in rolling over the student market has begun to get tighter.

In this case, this study needed to find out how far the digital phenomena in Indonesia with the specific object of Lampung Province. It had the depth of marketing of higher education using digital marketing in this disruption era. Furthermore, Informatics and Business Institute (IBI) Darmajaya is one of many institutions in Lampung. Currently, it had a regular program. IBI Darmajaya provided for the bachelor degree program recruitment to carry on the high school students to a higher level. In addition, this institution had used digital marketing for 4 years and it had not assessed the pattern of digital marketing acceptance. Based on the above background, this study was able to find out the analysis of the usage of social media on the decision to the admission of new students in private universities. The further impact, it explained that digital marketing and marketing communication strategies impacted on the admission of new students at IBI Darmajaya as one of the higher education in Lampung.

2. LITERATURE REVIEW

Digital Marketing

Digital marketing is a way to use the internet and information technology to expand and enhance the functions of traditional marketing. Digital marketing is also meant as the use of the internet and the use of other interactive technologies for and connecting dialogue between identified companies and consumers (Coviello et al., 2006). Marketing activities include branding that uses a variety of web-based media such as blogs, web sites, e-mail, ads words, or social networking. Definitely, digital marketing isn't just talking about internet marketing.

The Advantages of Digital Marketing

As a user's perspective, digital marketing is a vehicle for gathering information, entertainment, social interaction and communication, purchasing products or services, sharing ideas, and building communities. The specific advantages of using digital marketing are, namely:

- a) Target marketing is the proper consumers and groups.

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- b) Tailoring message is the message to be conveyed in accordance with the wishes and in accordance with the target consumers.
- c) Interactive capability is a high level of customer involvement. At certain sites that are visited a lot of customers who are interested in a product.
- d) Information access is the site visitors who get clear information from a product.
- e) Sales potential is the effect of high sales, which the internet is a direct response medium.

Social Media

According to Taprial, V. and Kanwar, P. (2012), social media is media used by individuals to be social, or to become social online by sharing content, news, photos and others with others). Whereas Lewis (2010), mentions social media is a label for digital technology that allows people to connect, interact, produce, and share message content. According to Buyer (2015), Juju et al. (2009), and Bajpai et al. (2012) that social media is the most transparent, interesting and interactive form of public relations at this time. Social media tends to attract attention more quickly than people in the real world.

Buying Decision

In educational institutions, registration requirements can be called purchasing decisions. A decision can be made only if several alternatives are chosen. Consumer purchasing decisions are buying the most preferred brand from various alternatives, but two factors can be between purchase intentions and purchase decisions (Kotler et al., 2008). According to Kotler (2002), purchasing decisions are actions of consumers to want to buy or not to product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider the quality, price and products that are already known by the public. Before consumers decide to buy, usually consumers go through several stages first, namely;

- a) Recognition of the problem
- b) Search for information
- c) Alternative evaluation
- d) Buying decision
- e) Post-buying behaviour

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Decision Making Process

According to Kotler et al. (2008) states that the specific decision-making process consists of the following sequence of events: Needs Identification, Information Search, Alternative Evaluation, Purchasing Decisions, and Post-Buying Behavior. It implies that consumers go through all five stages at each purchase. But on a routine purchase, consumers sometimes skip or reverse a number of stages. However, we use the model in Figure 3, because it shows all the considerations that arise when consumers face a complex new buying situation. In detail, Kotler et al. (2008) steps can be figured as follows:



Figure 3. Decision Making Process

Company Profiles of IBI Darmajaya

In this case, Informatics and Business Institute (IBI) Darmajaya currently has a regular program. The class, which is provided for the bachelor degree recruitment to continue the high school students to a higher level. In addition, this university has used digital marketing for 4 years and it does not find the best result of digital marketing acceptance. In providing new student admissions of IBI Darmajaya, besides using conventional methods, digital marketing is also carried out. This method has been carried out since 2016 until now.

3. RESEARCH METHOD

This study was a qualitative approach. It was conducted on students who had already registered themselves and re-registered at IBI Darmajaya in academic year 2019/2020. The questioner was made by Conventional Marketing, Digital Marketing and R & D team. Moreover, the distribution of the survey was created by Google Form and directed toward the Student Orientation in September 2019. The sampling method was the probability sampling design with a simple random sampling technique. The next step was determining the size of the sample of respondents available selected using the Slovin formula (in Bungin, 2013). Furthermore, the error level was due to the tolerability of sample taking which was set at 5 per cent. It found that the respondents were 100.

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Furthermore, The Theoretical Framework of this study was able to be seen in figure 5 as detail.

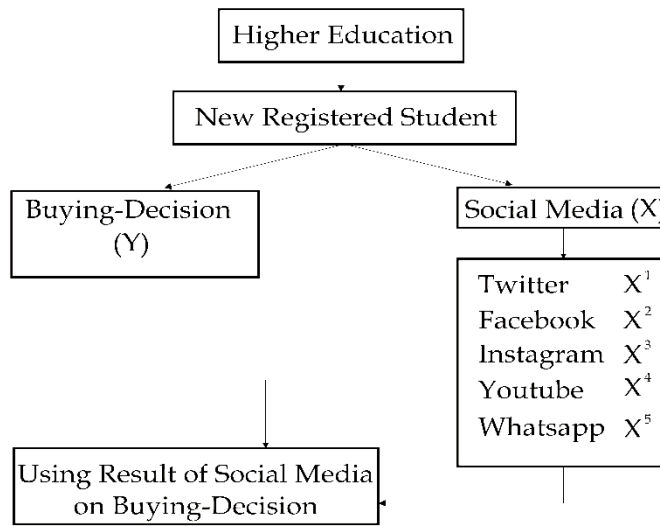


Figure 5. Theoretical Framework

Based on figure 5, the hypothesis in this study was divided into the relationship of variables between X^1 , X^2 , X^3 , X^4 , and X^5 to Y , as explained as follows;

H₁: There is a relationship between social media and the decision to register on the admission of new students in private universities.

H₂: There is a relationship between social media and improvement in the number of new students in private universities.

H₃: The use of the most influential social media on improving the admission decisions and the number of new students in private universities.

4. FINDINGS AND DISCUSSION

It presented the analysis of the related results. There were 60 people (60 per cent) compared to 40 female subjects (40 per cent) compared to female subjects. While the picture was obtained that the number of subjects coming from the Informatics Engineering Study Program was 35 people (35 per cent), then the Business Economics Study Program 65 people (65 per cent). 99.2 per cent of respondents had social media to interact, both personal and extra-personal. Thus, digital

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marketing must be important in the Revolutionary 4.0 era in assisting conventional marketing. In addition, marketing by conducting digital events must be carried out.

For using social media, Whatsapp was most widely used by prospective students is 96.2 per cent of the total respondents, followed by 92.8 per cent Instagram and Facebook users 55.7 per cent. In obtaining information, it found that his session was 59.9 per cent which was medically socially infested (WA, IG, FB, etc.). Meanwhile, Online Media such as the Web, online advertising also get a value of 34.9 per cent. This value was able to be a reference in determining the Set Plan and Set Goal in the development of Digital Marketing. It was also for Conventional Marketing as physical assistance support. More detail, the visual data was able to be seen in figure 6 and 7.

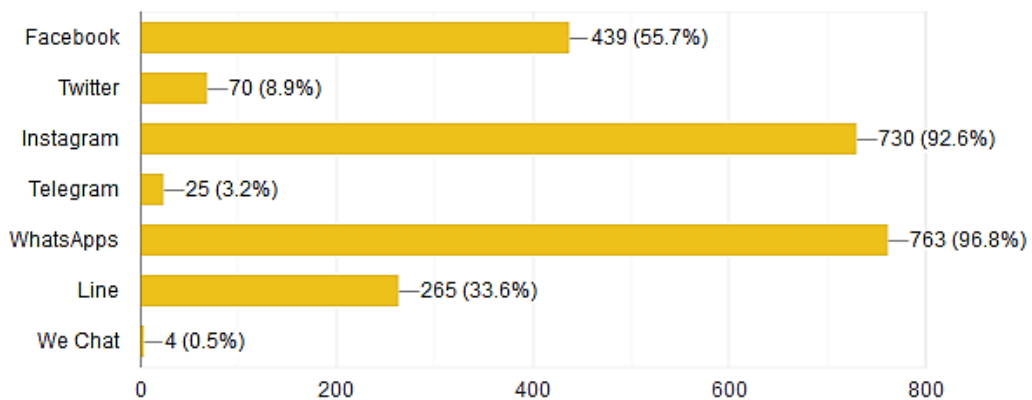


Figure 6. Media Social Used Chart

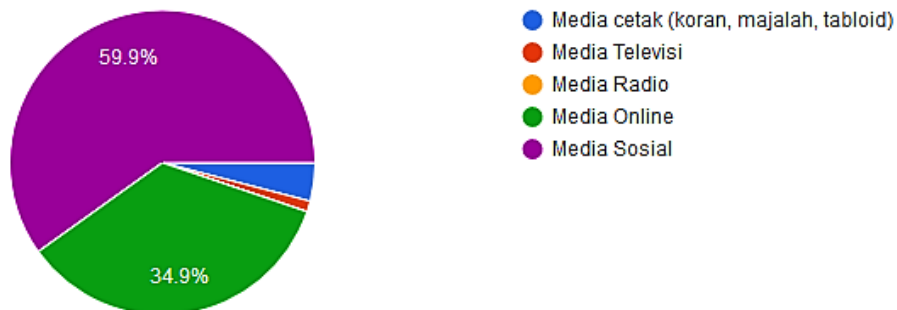


Figure 7. Information Acquisition

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The total of 100 respondents in this study found that the type of marketing was right in the future projection of marketing implementation. As a result, 28.2 per cent for family and relatives, 21.3 per cent for social media, 23.1 per cent for friends. This result was able to be assumed that the role of Conventional Marketing and Digital Marketing can collaborate. Conventionally, the parental approaching was able to direct prospective students to Darmajaya, and for friends and social media can be optimized in the use of Digital Marketing. It was because the internet penetration in 2019 showed that 150 million including this source in Indonesia. It was able to be seen in figure 8. In addition, the promotion team utilized internet media through social networks FB and Website to share pictures or photos of workshops and events that they had done to other social networking users. This was expected to create a good campus image in the community. In accordance with the opinion of Swastha (2002), Publicity is "The amount of information about a person, goods, or organization that is disseminated to the public through the media free of charge, or without supervision from the sponsor".

The dimension of Word of Mouth was done by involving all staffs and students of IBI Darmajaya to disseminate positive information about the campus to the wider community around them such as family, friends, neighbours, or people they knew. With this activity, it was expected that people who got information was able to be disseminated the information that had been received back to others. Frisbee et al. (2000), also mentioned that peer groups can be one of the most effective forms of marketing. Looking at the age of consumers, peers is one factor that has an important influence on decision making.



Figure 8. Marketing Implementation Projection

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Moreover, the marketing campus accreditation was also effective marketing to attract prospective students to study in IBI Darmajaya. It showed that the value of 65.5 per cent was obtained from the campus accreditation, 11.9 per cent for the affordable costs, and 11.7 per cent for able to study abroad. In considering, campus accreditation was the main support in the delivery of information for conventional and digital marketing advice in the future marketing plan. Kriyantono (2008) found that the task of communicating an educational institution one of which is to build a corporate image. The task of communication is carried out by all elements of the institution (employees and leaders) contribute to the formation of this image, whether realized or it is not. Furthermore, a positive view was an important step to reach the reputation of the institution in the consumers' view. The result was able to be seen in figure 9.

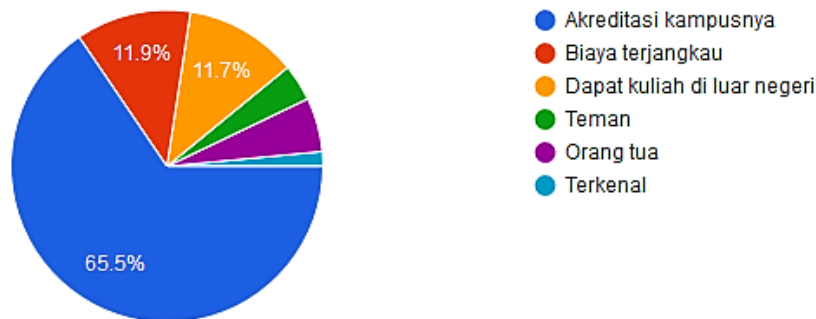


Figure 9. The Decision Aspects

Moreover, Irawan (1990) found that there are several factors that influence the best determination of the promotion variables. One of the factors was the budget or promotion fund, if the company/institution has a large promotional fund, the opportunity to use national advertising was also great.

5. CONCLUSION

Based on the 100 respondents, this survey was done by the marketing team. Whatsapp users were 95.8 per cent of the total respondents, Instagram users were at 92.8 per cent and Facebook users at 54.7 per cent. In addition, respondents obtained information about IBI Darmajaya 59 per cent from social media (WA, IG, FB, etc.). Moreover, the highest result was able to be explained by 28.2 per cent

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for family and relatives, 21.3 per cent for social media, and 23.1 per cent for friends' information in selecting the decision. 65.5 per cent was obtained from the campus accreditation by conventional and digital, 11.9 per cent for the affordable costs, and 11.7 per cent for able to study abroad. It found that digital marketing approach impacted the marketing processes in this disruption era of marketing communication strategies on the admission of new students at IBI Darmajaya Bandar Lampung.

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