



DEVELOPMENT OF MANAGEMENT FOR ADMISSION OF NEW STUDENTS TO ISLAMIC BASED SCHOOLS USING THE PAID PROMOTE INSTAGRAM METHOD

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Abstract:

This study examines the role of Instagram, specifically through the paid promotion method, in managing student admissions (PPDB) in Islamic-based schools in West Java. Along with the development of information technology, social media, including Instagram, has become an effective promotional tool for educational institutions to increase visibility and appeal. Islamic-based schools in West Java have started to utilize this platform to attract the attention of parents and prospective students. However, many schools need help using Instagram as a promotional medium due to budget limitations and a lack of in-depth understanding of managing advertising campaigns. This research aims to identify the benefits and challenges faced and evaluate the effectiveness of using paid promotion on Instagram to strengthen branding and increase student enrollment. This study is expected to provide insights for schools in optimizing their promotional strategies using social media to support the success of PPDB management in the future.

Keywords: : *Management, PPDB Management, Islamic Schools, Information technology, digital media platform, social media, Instagram, Paid promote.*

INTRODUCTION

In the current digital era, the development of information technology has influenced almost all sectors of life, including the education sector. One of the positive impacts is easy access to information which allows schools to utilize digital platforms in various aspects, one of which is in the management of new student admissions (PPDB). One platform that is quite popular in the world of digital marketing is Instagram, with more than 1 billion active users every month, Instagram provides a great opportunity for educational institutions to take advantage of various features, such as paid promote (paid advertising), to increase visibility and introduce the school to prospective students. Paid promotion is a paid promotional service to increase sales (Arifah, 2016).

Technology and science are developing very rapidly, supported by the process of information transformation in such a way that it results in changes in human life patterns (Nuraeni, 2019). In the era of globalization, the world seems to be borderless, marked by the emergence of communication technology that ignores geographical boundaries. The implications are that social conditions are becoming increasingly competitive, society's demands are high, especially in relation to product quality and human resources, patent fulfillment, environmental factors, product life cycles are increasingly short in terms of time, and product innovation must have an increasing trend. .

Development of online new student registration information system management to make it easier for the public to obtain complete information. This system can be more efficient in terms of costs, energy and time, so that it can effectively achieve goals (Oktapiani, 2023). Implementing management that is oriented towards the interests of various related parties places humans in the central position of management (Mubarok, 2021). Social media supports communication between schools and parents, as well as increasing parents' involvement in their children's educational activities (Kurniasih, 2020).

Islamic-based schools in Indonesia, especially those in West Java Province, are also not free from this development. In order to increase the quality and number of students, many schools are starting to utilize information technology to attract the attention of parents and prospective students. Therefore, it is important for Islamic-based schools in West Java to develop management for accepting new students by integrating social media, especially Instagram, as part of an effective promotional strategy. By using the method paid promote Instagram, a school resource can reach a wider audience, increase the attractiveness of the school, and make it easier for prospective students to access information related to the educational programs offered.

The Instagram management team has a different strategy from the website because the features of Instagram social media are different from the website. These strategies include (1) following current trends, (2) the best time to upload, (3) providing informative, educative & inspirational content, and (4) maximum socialization to teacher groups, student forums and parent groups. also alumni (Aisyah et al, 2024).

Instagram provides features that allow prospective students or parents to get complete information, such as carousel uploads, videos, and direct links to registration forms. With digital platforms, brochure printing and distribution costs can be diverted to paid promotion on Instagram, which offers a more specific target audience. The disadvantages of traditional methods such as brochures and banners are limited reach, high costs, and less interactive compared to digital platforms.

Instagram is more often used to communicate and disseminate information about daily life, such as viewing the latest information (Rahnia, 2023). Promotion via Instagram does not require physical distribution, saving staff time and energy. Using a digital platform shows that the institution is adaptive to technological developments and the latest trends. This can improve the image of the institution as a progressive and innovative institution. Social media in education marketing strategies, especially in increasing engagement and brand image of educational institutions (Nurmalasari, 2020).

In the context of managing new student admissions, Islamic-based schools are faced with the challenge of communicating religious values and other advantages appropriately to the community. Apart from that, competition between schools is also getting tighter, so effective promotion is very important to attract the attention of prospective students (Wahid, 2020). This is the importance of technological readiness and training for the staff involved (Hafidhah, 2020).

This research aims to examine the extent of method use paid promote Instagram can contribute to the development of admissions management for new students at Islamic-based schools in West Java Province.

RESEARCH METHODS

This research uses a combination approach or mixed methods research which combines qualitative and quantitative approaches. This approach was chosen to obtain a comprehensive picture of the phenomenon under study. The qualitative approach aims to

obtain data that is more complete, more in-depth, credible and meaningful (Moleong, 2010). So that the research objectives can be achieved. will be used to understand the perceptions, experiences and challenges faced by school administrators in using Instagram as a promotional tool for new student admissions, while a quantitative approach will be used to measure the impact and effectiveness of the method paid promote Instagram to increase the number of new student registrations.

Researchers collect primary data through questionnaires distributed to respondents to find out their perceptions about the variables studied (Creswell, 2018). The data source in this research is primary data, namely data obtained directly from respondents by distributing questionnaires via Google Form.

The research method used in this research is a case study (Case Study), namely a research method used to explore a phenomenon or problem in a more limited context, in this case, at Islamic-based schools in West Java Province which use Instagram as a tool to promote the acceptance of new students. This research design uses an exploratory case study design, which aims to reveal various aspects related to Instagram use. This research focuses on Islamic-based schools in West Java Province which have implemented the method paid promote Instagram is in the process of promoting and accepting new students, both in the current school year and in previous years.

The population in this research are Islamic-based schools in West Java Province and have used Instagram as a promotional channel in the process of accepting new students. This population includes elementary, middle and high school level schools that have official accounts on Instagram and have carried out promotions through paid promote. The sample used in this research was selected randomly purposive sampling (purposeful sample). The sample criteria are Islamic-based schools that have used Instagram as a tool for PPDB promotion for at least 1 year, schools that actively use it paid promote Instagram in promoting PPDB, schools that are willing to participate in research and provide the required data. From these criteria, 5 Islamic-based schools were selected consisting of 2 elementary schools, 2 middle schools and 1 high school that had used Instagram and paid promote in accepting new students.

Informants in this interview include the principal or school administrator, administrative staff who are directly involved in implementing PPDB and managing the school's Instagram account, parents of prospective students who have seen school advertisements via Paid Promote Instagram. Surveys are conducted to collect quantitative data regarding the impact of use paid promote Instagram on the number of new student registrations in Islamic-based schools.

Qualitative data obtained from in-depth interviews and documentation will be analyzed using thematic analysis (thematic analysis). Quantitative data obtained from the survey will be analyzed using descriptive statistics and correlation tests to determine the extent of use paid promote Instagram influences the number of new student registrations. Descriptive statistical analysis is data analysis by describing or illustrating the data that has been collected as it is without the intention of making conclusions that apply to the general public or generalize Sugiyono (2018). Then documentation is used to collect data related to advertising content paid promote Instagram posted by the school. Researchers will collect documentation in the form of screenshots (screenshot) from paid advertisements that have been placed by the school. To ensure the validity and reliability of the data, this research uses data triangulation by comparing the results of interviews, surveys and documentation.

RESULTS AND DISCUSSION

An initial description of the research context, this section will explain the profile of the 5 Islamic-based schools that were the research sample. Each school has different characteristics based on education level, type of superior program, and use of Instagram in their marketing strategy. The following is a summary of the profiles of each school studied:

Table 1. Data on Islamic Based Schools

School name	Location	Number of Students
Cendikia Islamic Elementary School	Kabupaten Cianjur, Jawa Barat	423

SD Plus Ar-Rahmat	Kabupaten Bandung, Jawa Barat	570
SMP Plus Ar-Rahmat	Kabupaten Bandung, Jawa Barat	185
SMP Islam Cendikia	Kabupaten Cianjur, Jawa Barat	243
SMA Plus As-Salam	Kota Bandung, Jawa Barat	425

Use of Instagram at Cendikia Islamic Elementary School: displaying religious activities, Islamic religion-based teaching, and extracurricular programs. using Paid Promote to introduce the PPDB program, SD Plus Ar-Rahmat focuses on promoting teaching and learning activities, recitations, and various achievements. Paid Promote is used to attract the attention of parents, SMP Plus Ar-Rahmat: displays superior programs, religious programs, learning processes, student activities, and academic and non-academic achievements. Paid Promote is used to increase the registration of new students, Cendikia Islamic Middle School: Focus on superior religious and academic programs. Paid Promote is used to introduce PPDB information to parents of prospective students, SMA Plus As-Salam: Promotion of academic, extracurricular activities and student achievement. Paid Promote is used to attract the attention of prospective new students who are interested in Islamic and academic programs.

Findings from interviews with school principals, administrative staff and parents revealed various information regarding the use of Instagram in the PPDB process in each Islamic-based school.

School Managers: In general, all schools in the research sample are aware of the importance of social media in attracting the attention of prospective students. Several school principals emphasized that the use of Instagram, especially Paid Promote, was very helpful in introducing the school to the wider community. These schools have actively promoted their superior programs through interesting visual content such as photos of school activities, short videos about student life, and posts about academic and religious achievements.

The PPDB committee team must consist of members who have competence in the fields of administration, information technology and communications, and ensure that there are sufficient numbers to handle various tasks. It is also important to provide training before implementation, ensure adequate technological infrastructure, and have a monitoring system to monitor the running of the PPDB efficiently. Clear outreach to parents and prospective students is also needed so that the process runs smoothly, while the budget must be managed transparently to support the smooth running of the event.

The great potential of social media, especially Instagram, in reaching the wider community. We use Paid Promote Instagram to introduce the Islamic values that we apply at school as well as explain superior programs, facilities and student achievements. The strategy is to use Instagram accounts with relevant audiences, such as parenting accounts, Islamic communities and well-known local figures.

The first step is to ensure our content is interesting, informative and reflects the school's identity. We create short videos, infographics, or testimonials from students and parents. After that, we choose promotional accounts that have high engagement with followers that suit the target, such as young parents, the Muslim community, or prospective students. Apart from that, timing is also important. We usually run campaigns at the beginning of the semester or before the registration schedule. Paid Promote really has an impact on the number of registrants and the results are significant. Last year, we saw a 30% increase in signups after running Paid Promote. Additionally, receiving lots of questions via Instagram DM. To manage this response, a special team was formed whose task was to answer questions and assist with online registration. Transparency and fast service are our priorities.

Parents of Prospective Students: Most of the parents interviewed admitted to getting information about PPDB through the school's Instagram account. They stated that the information they received through paid advertising on Instagram provided a clear picture of the school, its superior programs, and the facilities available at the school. Most of them also mentioned that Paid Promote made it easier for them to obtain more direct and specific information about the school.

Quantitative data obtained from the survey shows that the use of Paid Promote Instagram has a significant influence on parents' decisions in choosing a school for their children. The following are the results of the analysis of the questionnaire distributed to parents of prospective students:

Influence of Instagram on School Choice: 72% of respondents said they found out about a school through Instagram, and 65% of them stated that paid advertising on Instagram played a big role in their decision to choose that school.

Effectiveness of Paid Promote: From the survey results, 58% of parents felt that Paid Promote Instagram provided more complete and reliable information about schools. They stated that paid advertising made them more confident in the quality and facilities of the school.

Enrollment Rates: Schools that are most active in using Paid Promote Instagram are seeing an increase in new student enrollments.

Table 2. Distribution of School Data from PPDB Results using Paid Promote Instagram

School name	2023	2024	Persentase
SMP Plus Ar-rahmat	168	195	16%
SD Islam Cendikia	70	71	1%
SMP Islam cendikia	131	150	15%
SD Plus Ar-Rahmat	18	34	89%
SD Islam Cendikia	39	45	6%
SMA Plus As-Salam	56	68	12%

Based on descriptive analysis output for new student enrollment levels in the current and previous years. There were 5 schools that experienced a significant increase, namely 4 schools, 1 school experienced a decrease. At the junior high school level there was an increase of 15 - 16%, high school experienced an increase of 12%, elementary school experienced an increase of 1 - 89%.

So that the school as a whole experienced an increase. This indicates that the use of paid social media has a positive impact on the number of registrants.

Findings from Documentation

Documentation from each school's Instagram account provides an overview of the type of content being promoted. The various posts selected for Paid Promote show quality content that is quite interesting and relevant to their target audience. These schools use photos of activities, video testimonials from students and parents, as well as information about various superior programs.

1. Cendikia Islamic Elementary School and Ar-Rahmat Plus Elementary School: Use content that shows religious activities such as recitations and social activities. The advertisements used focus on the values of Islamic education applied in schools.
2. Cendikia Islamic Middle School and Ar-Rahmat Plus Middle School: Use content that focuses more on academic and non-academic achievements, as well as extracurricular activities. Paid Promote displays various student activities, such as competitions, recitations and religious workshops.
3. SMA Plus As-Salam School: Focuses on academic excellence and school

facilities. Paid Promote ads introduce various study programs and in-depth academic activities,

As for the docs of the method screenshot Paid Promote as follows:

The Effect of Instagram Paid Promote on Increasing New Student Enrollment

The research results show that the use of Paid Promote Instagram has proven effective in increasing prospective students' interest in Islamic-based schools. This can be seen from the significant increase in the number of registrants in several schools that use this method, especially in middle and high schools. The increase in new student enrollment that occurred at these schools can be attributed to broader and segmented promotions through Paid Promote.

- Audience Segmentation: Paid Promote Instagram allows schools to target more specific audiences, such as parents with school-age children in the local area. With the right targeting features, these schools can reach a relevant and more potential audience of prospective students.
- School Image: Published advertisements provide a clearer and more professional picture of the quality of the school, which ultimately increases parents' confidence in choosing a school for their child.

Paid promotion on Instagram has proven to be effective in increasing brand awareness and directing audience attention to certain educational institutions. For example, research on popular Instagram accounts shows that paid promotion can influence perceptions and increase audience interest through a visual and persuasive approach. This strategy utilizes the S-O-R (Stimulus-Organism-Response) theory, where promotional content acts as a stimulus to influence the audience's emotions and behavior (response). Paid promotion has a significant influence on audience interest and decisions, with a positive level of influence reaching 73 % on relevant target markets.

Regarding the resource team's responses from the results of distributed structured questionnaires distributed using google form as many as 10 items.

Instagram as a visual-based platform provides benefits for the promotion of educational institutions, especially through features such as stories, reels and feeds. Paid promotion on Instagram allows specific audience targeting based on age, location, interests and behavior, which is relevant to potential students and their parents.

Research finds that advertising campaigns that are relevant to the needs of the target audience tend to increase engagement and conversions. studies on similar platforms, paid advertising on social media can increase traffic to a school website or online registration page. Paid promotion campaigns that feature student testimonials, superior facilities, or school achievements usually have a significant impact on enrollment decisions. This is also supported by theory which emphasizes the importance of trust and reputation of institutions built through social media.

Challenges in Using Paid Promote Instagram

However, even though using Paid Promote Instagram has a positive impact, there are several challenges faced by schools in implementing this method:

Limited Budgets: Some schools, especially those in areas with limited budgets, expressed difficulty in allocating sufficient funds for paid advertising. Even though Paid Promote is more affordable compared to traditional media advertising, the ever-increasing advertising costs are still an obstacle.

Tight Competition: Several schools also stated that competition on the Instagram platform is getting tougher, especially with the increasing number of schools utilizing social media for promotion. This makes it difficult for some schools to stand out among the many existing promotions.

Some of the challenges faced include the risk of "ad fatigue" (consumers getting bored with advertising) and the relatively high costs of ensuring optimal audience reach. Therefore, promotional strategies must be updated regularly to remain attractive

and relevant.

Challenges in use paid promotion on Instagram for Islamic-based school marketing includes several strategic, technical and ethical aspects. Paid promotion requires a budget that is sometimes not well detailed. Promotion costs are a major challenge, especially for schools that have limited funds. For this reason, budget management must be planned carefully so that promotional costs do not interfere with other operational needs.

Marketing on Instagram requires high-quality visual content that is in line with Islamic values. For example, content must be interesting but still maintain politeness norms in accordance with the identity of an Islamic school. Challenges arise when schools lack human resources with sufficient creative skills in digital content production. Instagram as a platform is constantly evolving with new features and algorithms. Schools need to adapt their strategies to these changes, such as understanding how to take advantage of Reels or other newer features. Ignorance of these trends can reduce the effectiveness of promotions.

Paid promotion often competes with other, more interesting content on Instagram, such as entertainment or commercial content. This makes it difficult for schools to stand out among the various types of content available. One of the weaknesses of paid promotion is the lack of direct interaction with the audience. This promotion tends to be one-way, limiting opportunities to build more personal relationships with prospective students and parents.

Although promotions can increase reach, building public trust in Islamic-based schools requires a more personal and authentic approach. Paid promotion that is too advertising-oriented can be considered less genuine by the target audience. Promoted content must remain in accordance with Islamic values. Mistakes in delivery, such as the use of images or music that are not in accordance with Islamic principles, can lead to criticism from the public.

The number of educational institutions that do not provide good service affects educational customer satisfaction. As a result, the acceptance of new students continues to decline, leading to schools having to be merged or closed because the number of students does not meet the ceiling. For this reason, it is necessary to improve the quality of service in educational marketing management in educational institutions in order to welcome the industrial revolution 4.0 (Hidayat, 2020: 41).

Profits earned by the school

The benefits you get from using Paid Promote Instagram include:

- **Increased Visibility:** schools that actively use Instagram can increase their visibility in the eyes of the public. Attractive visual content provides an opportunity for schools to introduce various positive aspects of their school, including religious programs which are a major attraction for parents.
- **Community Engagement:** Instagram allows schools to interact directly with the community through comments, DM (direct messages), and other features. This opens up opportunities for schools to answer questions from parents of prospective students and clarify information about the school.

The response from the PPDB Committee Team stated that social media such as Instagram is one of the promotions for schools, especially in accepting new students and can also export or publish the vision and mission and all school programs and of course will attract the interest of prospective students, content creation must be real in accordance with school conditions. , To use Instagram more massively, always update school activities so that the audience can experience the activities carried out by the school even virtually. Often go live to provide a means of direct questions and answers for audiences who cannot directly survey.

Paid promote on Instagram also offers a number of strategic advantages for marketing, including for Islamic-based schools. The main advantage is increase Audience Reach, increase Brand Awareness (Brand Awareness), use of creative

features, measurable analytics and evaluation, more cost efficient than traditional media, increase interaction with the audience, ease of adapting to digital trends, increase traffic to school websites, When combined with a link to the school's official website, paid promotion can direct the audience to visit the website, increasing the chances of new student enrollment

CONCLUSION

The results of this research show that the use of Paid Promote Instagram has a significant influence on increasing the number of new student enrollments in Islamic-based schools. Schools that utilize social media are able to reach a wider and more segmented audience, and promote their positive image. The management team as a resource can turn to Paid Promote Instagram. However, there are some challenges related to budget and competition that need to be taken into account. For this reason, schools in the future will need to continue to adapt and improve their digital marketing strategies to remain relevant and competitive.

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