THE UTILIZING SOCIAL MEDIA STRATEGIES ON INCREASING THE PROSPECTIVE STUDENTS' INTEREST AT STIT TOGO AMBARSARI BONDOWOSO

Sahrotul Qeisiyeh

Sekolah Tinggi Ilmu Tarbiyah TogoAmbarsari Bondowoso, Indonesia

Corresponding author: sahrotulqeisiyeh@gmail.com

Abstract

The New Student Admissions (NSA) at STIT Togo Ambarsari (STITTA) Bondowoso utilizes social media platforms as a promotional tool to attract prospective students. This study aims to analyze the strategies of social media utilization in increasing the interest of prospective students at STITTA. This research uses a qualitative approach with data in the form of sentences, sourced from lecturers, educational staff, and students. The data collection methods include observation and active engagement techniques, where the researcher listens to the statements of lecturers, educational staff, and students during the NSA process and records and notes relevant information. Additionally, the researcher conducts interviews with lecturers, educational staff, and students to gain deeper insights into the research objectives. Once the data is collected, the researcher transcribes the recorded statements into written form. Next, the researcher conducts data reduction by selecting and sorting the statements relevant to the research objectives, classifying the data by type. Data validation is carried out through consultation with lecturers to ensure the accuracy and reliability of the collected data. After that, the data is analyzed through tabulation by assigning codes to each data point, which are then interpreted to draw conclusions. The research findings indicate that the

strategy for utilizing social media to increase the interest of prospective students at STITTA consists of three main stages: planning, implementation, and evaluation. In the planning stage, a NSA committee is formed, and ideas or concepts for relevant, valid, and accountable content are developed to help prospective students easily find the information they need. In the implementation stage, social media is used to share the prepared content across various platforms, including Facebook, Instagram, TikTok, WhatsApp, and YouTube. In the evaluation stage, each activity shared is monitored to assess its effectiveness, which is then used as feedback for improving the use of social media for future NSA processes.

Keywords: *Education content, increasing prospective student interest, promotional strategies, utilization of social media platforms*

Abstrak

Penerimaan Mahasiswa Baru (PMB) di Sekolah Tinggi Ilmu Tarbiyah Togo Ambarsari (STITTA) Bondowoso menggunakan platform media sosial sebagai sarana promosi untuk menarik minat calon mahasiswa. Penelitian ini bertujuan untuk menganalisis strategi pemanfaatan media sosial dalam meningkatkan minat calon mahasiswa di STITTA. Penelitian ini menggunakan pendekatan kualitatif dengan data berupa kalimat, yang bersumber dari dosen, tenaga kependidikan (tendik), dan mahasiswa. Metode pengumpulan data yang digunakan meliputi teknik simak dan libat cakap, di mana peneliti menyimak tuturan dosen, tendik, dan mahasiswa selama proses PMB, serta merekam dan mencatat informasi terkait. Selain itu, peneliti juga melakukan wawancara dengan dosen, tendik, dan mahasiswa untuk menggali informasi lebih dalam mengenai tujuan penelitian ini. Setelah data terkumpul, peneliti melakukan transkripsi atas tuturan yang diperoleh dalam bentuk tulisan. Selanjutnya, peneliti melakukan reduksi data dengan memilih dan memilah tuturan yang relevan dengan tujuan penelitian, serta mengklasifikasikan data berdasarkan jenisnya. Proses validasi data dilakukan dengan berkonsultasi kepada dosen untuk memastikan keakuratan dan kelayakan data yang dikumpulkan. Setelah itu, data dianalisis melalui tabulasi dengan memberikan kode pada masing-masing data, yang kemudian diinterpretasikan untuk menghasilkan kesimpulan. Hasil penelitian menunjukkan bahwa strategi pemanfaatan media sosial dalam meningkatkan minat calon mahasiswa di STITTA terdiri dari tiga tahapan utama, yaitu perencanaan, pelaksanaan, dan evaluasi. Pada tahapan perencanaan, dilakukan pembentukan panitia PMB dan penyusunan ide atau gagasan terkait konten yang relevan, valid, dapat dipertanggungjawabkan, serta memudahkan calon mahasiswa dalam mencari informasi yang

dibutuhkan. Pada tahapan pelaksanaan, media sosial dimanfaatkan dengan membagikan konten yang telah disusun melalui berbagai platform, antara lain Facebook, Instagram, Tiktok, WhatsApp, dan YouTube. Di tahap evaluasi, pemantauan terhadap setiap kegiatan yang dibagikan dilakukan untuk mengetahui efektivitasnya, yang kemudian dijadikan bahan perbaikan dalam pemanfaatan media sosial untuk PMB di masa mendatang.

Kata kunci: *Konten Pendidikan, Pemanfaatan Platform Media sosial, peningkatan minat calon mahasiswa, strategi promosi*

A. INTRODUCTION

Education is a key pillar in community development, as stated in the 1945 Constitution of the Republic of Indonesia, Law Number 20 of 2003, which declares that education is a conscious and planned effort to create a learning environment that enables students to develop their potential actively. This includes spiritual religious strength, self-control, personality, intelligence, noble character, and skills that are beneficial for themselves, society, the nation, and the state. Higher education institutions, as educational organizations, play an important role in providing high-level learning services for mastering knowledge. Higher education institutions are expected to produce agents of change who can drive social transformation in various aspects toward a more modern society (Amri, 2023). The Tri Dharma of Higher Education, which includes education and teaching, research, and community service, serves as the primary foundation for every higher education institution in carrying out its role. Currently, the student admission process in higher education faces increasingly fierce competition, requiring educational institutions to compete with creative and innovative strategies (Sopandi, 2011). Therefore, increasing competitiveness is necessary not only in institutional aspects but also in utilizing social media as a tool to attract prospective students (Ariyani et al., 2024).

The community, as consumers of education, is now more discerning in choosing educational institutions that offer something different and unique compared to other educational products (Utami et al., 2022). Therefore, educational institutions must be able to overcome these challenges by creating innovative solutions. Education providers need to continuously innovate in conveying information about the strengths and uniqueness of their campuses to attract the attention of the public. In the millennial era, which heavily relies on technology, the utilization of social media has become one of the key factors in achieving this goal. Educational marketing through social media has become one of the most widely used strategies. Platforms such as Facebook, Instagram, TikTok, WhatsApp, and YouTube have become highly effective tools for disseminating information (Prasetya et al., 2024). Social media, an internet-based communication tool, allows users to share various types of information, whether in text, photo, or video form, that can be accessed anytime and anywhere. The presence of social media makes it easier for users to access important information, including in the fields of education, business, and politics.

Furthermore, social media is also defined as an online platform that allows interaction, communication, and information sharing among users through website or app-based technology, supporting interactive dialogue within a community. The utilization of social media in the education sector is extremely important. Using social media in educational institutions helps disseminate information about activities and programs at the institution quickly and efficiently. Through this strategy, educational institutions can reach a wider audience and easily provide relevant information. An example can be seen at the Sekolah Tinggi Ilmu Tarbiyah Togo Ambarsari (STITTA) Bondowoso, which has successfully utilized social media to increase the number of prospective new students. STITTA actively shares information about its flagship programs and activities, making it easier for the public to learn about the strengths and potential of the campus. Given the high usage of social media among parents and young people, educational marketing through these platforms becomes highly appropriate and effective. STITTA, located in Tangsil Wetan Village, Wonosari District, Bondowoso Regency, is a private higher education institution under the Manbaul Ulum Islamic Boarding School Foundation. Although it is relatively new, having been established in 2017, STITTA has shown rapid development. This is reflected in the increasing number of students each year. The four pillars of STITTA's vision—Islamic boarding school character, excellence, trustworthiness, and national competitiveness—serve as the foundation guiding this institution toward even greater success.

Figure A. 1 Graph of the Number of Students at STITTA
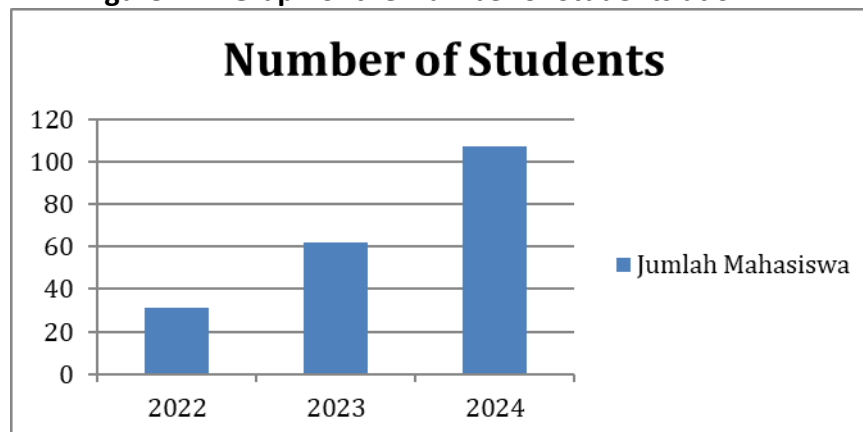
Source: Student Data 2022-2024

The increase in the number of students at STITTA cannot be separated from the role of social media, which has become one of the main pillars in the promotion and new student admission strategy (PMB). Since its establishment in 2017, STITTA has maximized the use of social media as a promotional tool. In addition to the institution's official accounts, all academic staff, alumni, students, and the pesantren's accounts actively spread information and promotions to the wider public. This collaboration has made the promotional efforts more effective and impactful.

Until now, no specific research has been conducted to examine the strategy of utilizing social media to increase the interest of prospective students at STITTA. Therefore, this study is important to provide new insights into the role of social media as a marketing tool for education at STITTA. Although similar research has not been found at STITTA, some other studies provide valuable insights into the importance of using social media in higher education promotion. Research related to STITTA has been conducted by (Merizawati at al., 2023) & (Karuru et al., 2023), highlighting the effective strategies used in teaching. These two studies are highly relevant in terms of the topics discussed. Meanwhile, research conducted by (Muta'allim et al., 2022) focuses on strategies to improve the economy, which also shares similarities in terms of strategic improvements, in line with the research being conducted by this researcher. Research by (Muta'allim et al., 2022); (Yudistira et al., 2022); & (Sudi et al., 2025) found that language plays a significant role in various contexts, including in promotional media. Additionally, research by (Ago et al., 2024) & (Muhammadiah at al., 2025) showed that the use of hyperbole figures of speech is highly effective in promotional advertising on social media.

The research conducted by Sahid (2023) shows that the Alauddin State Islamic University of Makassar has utilized various social media platforms to increase the number of new student registrants. This finding underscores the fact that social media usage has become a vital element in higher education promotion strategies. Novianti's (2023) research also revealed that the University of Makassar applies a promotional strategy involving social media, allowing direct responses from users and expanding the reach of its promotions. In addition, other strategies implemented include print media to convey important information, direct visits for socialization, and the utilization of competent human resources to strengthen campus communication and promotion efforts.

Research by Hajatina (2024) also found that advertising via social media has a significant influence on prospective students' decisions when choosing higher education institutions. These findings further reinforce the argument that higher education institutions must leverage social media as part of an effective promotion strategy to attract prospective students and remain competitive in the increasingly tight education market. Therefore, utilizing social media in educational marketing has proven to have a positive impact, and STITTA, as a growing institution, needs to optimize this strategy to achieve broader and more effective promotional goals. Other research conducted by Sya'adah (2024) shows that implementing the right promotional strategies, particularly through digital marketing, can expand the reach to the public. With social media, information about schools or universities becomes more accessible anytime and anywhere, making promotional activities more effective and efficient. Additionally, research by Suyatna (2024) also found that the application of marketing strategies through social media has a very significant positive impact on prospective students' interest.

Based on the above explanations, it can be concluded that social media plays a crucial role in the field of education. Besides functioning as an online promotional

medium, social media also plays a role in delivering educational, informative, and entertaining content to the wider community. This makes social media a major attraction for the public, especially prospective students. Although many studies have examined the importance of social media in educational marketing, the researcher has not found studies specifically examining the strategy of utilizing social media to increase prospective student interest at STITTA. Therefore, the researcher is interested in studying this topic in more depth. Based on the background outlined, the focus of this study is to explore how the strategy of utilizing social media can increase prospective students' interest at STITTA. In the field of education, social media plays a significant role in spreading information related to educational institutions. Therefore, it is crucial to utilize various types of social media as an effective online promotional tool. To understand this further, a theory underlying the use of social media in the context of educational marketing is needed.

Social media, or commonly known as social networking sites, is a digital platform used by many parties for communication, sharing, content creation, and even advertising, where all interactions occur in real time. Referring to the *Kamus Besar Bahasa Indonesia* (Indonesian Dictionary), social media or social networking refers to sites or applications that allow users to create and share content or participate in social networks (Ainiyah, 2021). Social media plays a crucial role in marketing activities, particularly because it can function as an effective communication channel. Communication itself can be defined as an effort to persuade consumers to be interested in entering an exchange relationship. According to Kaplan & Haenlein (2010), social media is an internet-based channel built on 2.0 technology, which enables the creation and exchange of user-generated content.

McCay-Peet & Quan-Haase (2017) define social media as web-based services that allow individuals, communities, and organizations to collaborate, interact, and build communities to create, co-create, modify, share, and engage with user-generated content. Hayes (2015) also states that social media is an internet-based channel that allows users to interact selectively, both in real-time and asynchronously, with both large and small audiences, enabling them to create content generated by other users. The development of technology has driven the growth of social media as a marketing platform, including in educational marketing. The more social media platforms are utilized in digital education marketing activities, the wider the access to information that can be reached by the public about the educational institution.

Interest itself is an individual's attitude toward how they will behave in the future. Interest is influenced by attitudes and relationship norms, as well as external factors such as marketing efforts, socio-cultural factors, awareness of needs, and evaluation of alternative products offered. Interest can be observed from several characteristics, including the attitude of continuously paying attention to and remembering something, feeling pleasure toward the object of interest, pride in something loved, and a tendency to prefer one related object. Furthermore, interest is also manifested in the form of activities or actions related to the object of interest. Regarding the elements of interest, Hidayat explains that interest consists of three

main components: cognition, emotion, and conation. Cognition relates to the knowledge and goals an individual has, emotion is connected to positive feelings toward the object of interest, and conation is the individual's willingness or drive to engage in an activity related to the interest.

Factors that influence the emergence of interest include internal factors from within the individual, social motives, and emotional factors. Internal factors, such as curiosity, can spark an interest in learning or engaging in certain activities. Social motives, such as the desire to gain recognition or approval from society, can also drive an individual's interest in participating in specific activities. Meanwhile, emotional factors play a significant role in shaping interest, where success in an activity can strengthen interest, while failure can reduce it. In addition to internal factors, several external conditions also influence an individual's interest, such as socio-economic factors, residence, and the surrounding environment. A family's socio-economic status can influence a child's educational and career decisions, as parental social status is often a consideration for the child when choosing a school or career path. Residence plays an important role as well, since the lifestyle formed in a previous environment can affect educational choices. The surrounding environment, whether it is society, family, school, or peers, also significantly influences an individual's educational and career decisions, as this environment shapes the child's attitudes and behavior in choosing the educational path they will follow.

B.   RESEARCH METHOD

This study is a qualitative research with a descriptive approach. Descriptive qualitative research aims to scientifically examine issues related to individuals, phenomena, symbols, documents, and social phenomena. The data used in this study consists of utterances containing strategies for utilizing social media to increase the interest of prospective students, with data sources consisting of lecturers, education staff (tendik), and students. The method used in this research is the "simak-libat-cakap" method, in which the researcher is directly involved in the strategies for utilizing social media to increase prospective students' interest. Data is collected through note-taking and recording. In addition, the researcher also conducts interviews with lecturers, education staff, and students to obtain more in-depth information by asking questions relevant to the research objectives. After the utterance data is collected through recording, the researcher performs data transcription, which involves transcribing the recorded data into written form. The next process is data reduction, where the researcher summarizes, selects, and categorizes the data to focus on the relevant aspects of the research. Afterward, the researcher classifies the data according to its type to facilitate the analysis. The researcher then validates the data by involving lecturers to ensure the accuracy and truthfulness of the information obtained. After the validation process, the researcher performs data interpretation and finally draws conclusions based on the results of the analysis.

C. RESULT & DISCUSSION

RESULT

The results of the study indicate that the strategies for utilizing social media to increase the interest of prospective students at STITTA consist of three main stages: planning, implementation, and evaluation. In the planning stage, a New Student Admission (NSA) committee is formed, and ideas or concepts related to relevant, valid, accountable content are developed. This content is designed to make it easier for prospective students to find the information they need. In the implementation stage, social media is utilized by sharing the prepared content through various platforms, including Facebook, Instagram, TikTok, WhatsApp, and YouTube. In the evaluation stage, monitoring is conducted on every activity shared to assess its effectiveness. The results of this evaluation are then used as feedback for improving the use of social media in the future NSA efforts.

Table A.1: The Strategy of Utilizing Social Media to Increase Prospective Students' Interest at STITTA

Data Code	Promotional Media	The Utilizing Social Media on Increasing Prospective Students' Interest				
		Planning	Implementation	Evaluation	Impact	Description
TT01	TikTok	Homepage post, Live TikTok	TikTok social media is used to share engaging, informative content with a high level of reliability. These contents are then shared on the TikTok homepage to reach a wider audience.	The reach of TikTok is indeed very wide, but sometimes it doesn't get quick feedback from viewers.	With this video, the information needed by customers can be conveyed clearly and effectively.	The content created is in the form of short videos shared in homepage posts with a very wide reach. This allows STITTA to effectively convey relevant information to customers and reach a larger audience.
FB02	Facebook	Facebook Story, homepage posts, prospective student	On Facebook, the shared content consists of informative flyers that cover the entire series of activities organized	On Facebook, the reach of information is indeed very broad and general. However, the	Providing information about activities organized by the campus, such as events, programs, and	The information is packaged in the form of flyers, which are then shared in Facebook posts and stories, tagging relevant

		groups.	by the campus, both internal and external. The videos shared will tag relevant lecturers, who will then repost them. Additionally, the flyers are also shared by student, alumni, and pesantren accounts to broaden the reach of the information and increase interaction with the audience.	downside is the lack of enthusiasm or feedback from customers, as the majority of the audience on this platform consists of parents, who tend to be more passive in interacting compared to prospective students themselves.	achievements, is crucial for introducing STITTA's activities and successes to the wider community, especially prospective students and parents.	lecturers who will repost the content. This step is highly effective in spreading information about STITTA to the wider community, increasing the campus's visibility, and expanding the audience reach.
IG03	Instagram	Reels, homepage posts, and Instastories.	On Instagram, the shared content consists of short videos and flyers, with the target audience being teenagers. This type of content is designed to capture the attention of this age group through visually appealing and informative approaches.	On Instagram, the reach is more general, but the number of visitors tends to be higher on Facebook. This may be influenced by the demographic differences between the users of each platform, where Facebook has a broader audience, including parents and families of prospective students.	Sharing information about the campus will greatly help meet the needs of customers, especially prospective students, by providing clear and relevant details about academic programs, facilities, scholarships, and activities available at the campus.	The content produced, whether in the form of short videos or flyers, will be shared on Reels, homepage posts, and Instastories. This aims to reach the audience maximally through various engaging and interactive content formats.
WA04	WhatsApp	WhatsApp Story,	Distributing content in the form	On WhatsApp, feedback from	Providing specific information that	The content created, such as

		student groups, personal accounts.	of short videos or informative, reliable, and relevant flyers through WhatsApp Story, student and faculty groups, as well as personal accounts, is crucial. At this stage, students and alumni are required to share the content that has been distributed to expand the reach of information and encourage active participation in campus promotion.	customers tends to be positive, with quicker responses. However, a challenge faced is the time limitation, as the content shared only lasts for 24 hours in WhatsApp Status, which can restrict the reach of the information.	aligns with the customers' needs is crucial to ensure the relevance of the content shared. This will help directly address the audience's questions or needs, increase engagement, and foster better relationships with customers.	videos and flyers, will be shared in each group, both for students and lecturers. Then, every student or lecturer is required to share the content on their personal accounts. This step aims to expand the reach of the information and increase participation in campus promotion.
YT05	YouTube	The video content will be longer.	On YouTube, content is shared only during formal and important events, such as graduations, to ensure that these events can be accessed by a wider audience through live broadcasts or recordings.	The reach of YouTube is indeed very broad, but the lack of quick feedback from viewers poses a challenge, as interaction on this platform tends to be more passive compared to other social media.	Helping to provide information about the activities organized by the campus to the wider community, thereby increasing awareness and understanding of the various events and achievements taking place at the campus.	YouTube is used to broadcast formal events, such as graduations, which are streamed live through the pesantren's account. This allows the wider community to follow important campus events in real-time.

DISCUSSION

1. The Utilizing Social Media Strategies On Increasing The Prospective Students' Interest At STITTA

In an educational institution, it is crucial to have a specific strategy to attract prospective students. One effective strategy is the utilization of social media, which is used to convey various advantages that the institution offers, such as excellent study programs, good campus accreditation, adequate facilities, abundant scholarships, and career opportunities for graduates. Similarly, Sekolah Tinggi Ilmu Tarbiyah Togo Ambarsari (STITTA), leverages social media as a primary tool to attract prospective students by sharing information about the programs available at the institution. The use of social media at STITTA is carried out by considering several managerial aspects, such as planning, implementation, and evaluation. These steps aim to ensure the effective achievement of the established goals. Social media provides significant benefits for STITTA, as it allows the institution to deliver information that meets the needs of prospective students more quickly and accurately. The social media strategy at STITTA includes the use of various platforms, such as Facebook, WhatsApp, Instagram, TikTok, YouTube, and the official website, all of which are used as online promotional tools.

2. The Strategic Planning for the Utilization of Social Media on Increasing Prospective Students' Interest at STITTA

In this stage, the committee first conducts an analysis of the community's needs, such as the importance of easily accessible information. From this, the idea to utilize social media platforms like Facebook, WhatsApp, Instagram, TikTok, YouTube, and the official website emerges as a means of online promotion. Planning is a crucial first step, where the social media utilization strategy is carefully developed to achieve the established goals. This planning process aims to optimize each stage of the new student admission process. Therefore, a special team is formed to focus on marketing STITTA through the available social media platforms. Additionally, this planning stage also involves the preparation of various content to be created. The planned content must be relevant, valid, and accountable. As a result, the produced content not only captures the attention of prospective students but also leaves a positive impression that will enhance their satisfaction with the institution.

3. The Implementation of Social Media Utilization Strategy to Increase Prospective Students' Interest at STITTA

After the planning stage has been carefully prepared, the next step is to implement the planned activities. This process is crucial in supporting the success of the social media utilization strategy. During the implementation, the entire committee works according to their respective duties and functions (tupoksi). Specifically, the

head of the student admissions committee (SAC) provides guidance to the creative team regarding the technical management of the institution's social media accounts, including the creation of content based on the ideas or plans that have been established, which will then be shared with the wider public. The implementation of the social media utilization strategy at STITTA consists of two main stages: content production and content distribution. The content produced by the creative team at STITTA must meet several important characteristics, including being engaging, relevant, and reliable.

Engaging content must be able to capture the attention of prospective students by creating a positive impression and strong appeal. The goal is to spark curiosity and interest in STITTA, such as interactive campaigns during the Dies Maulidiyah event, which successfully involved students in uploading photos with engaging captions that branded STITTA in a fun way. Relevant content should meet the needs of prospective students, reflect the current situation, and provide useful information, such as the study programs and scholarships offered. Meanwhile, reliable content must reflect the reality on the ground, such as showcasing the university's achievements, accreditation, faculty backgrounds, and testimonials from students/alumni, which will enhance STITTA's credibility. After the content is produced, the next step is to share it on various social media platforms, such as Instagram, Facebook, TikTok, YouTube, and WhatsApp. However, on the website and YouTube, the information shared is more limited compared to other social media platforms.

a. Facebook

STITTA Facebook account, named "STIT Togo Ambarsari," has 1,400 followers, and the content shared includes documentation or pamphlets related to campus activities, both internal and external. With a structured strategy in content creation and distribution, STITTA can maximize the use of social media to attract prospective students and enhance brand awareness.

Picture A.1 Facebook

b. Instagram

Instagram is also used by STITTA to share various activities and achievements. The STITTA Instagram account, named "Stit Togo Ambarsari," has 414 followers and has been in use since 2020, as evidenced by the first post containing a brochure about new student admissions. On this platform, the content shared is more visually focused, including images, short videos, Instastory, and Reels, showcasing various campus activities. With an appealing visual approach, STITTA can more effectively reach prospective students and promote campus activities and achievements.

**Picture A. 2 Instagram**
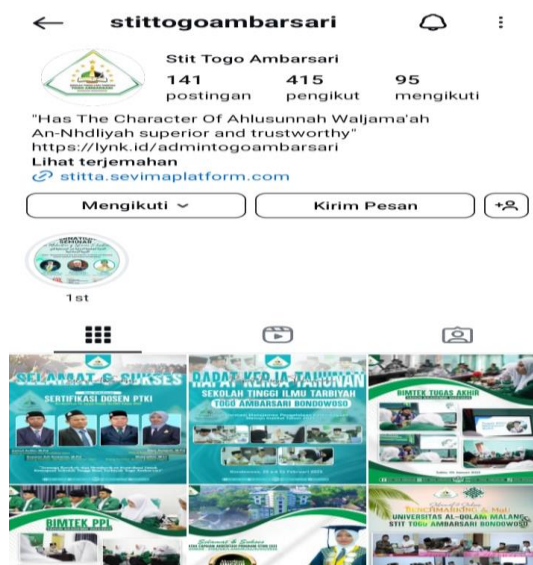
c. WhatsApp

On WhatsApp, STITTA not only uses the institution's official account but also involves the accounts of the academic community, alumni, and students of STITTA. Recently, STITTA has also utilized a pesantren group channel named "MANBAUL ULUM OFFICIAL" to disseminate information, particularly related to New Student Admissions. The types of content shared through this platform include pamphlets, brochures, and short videos. Although WhatsApp's reach is limited to a broader audience, this platform is highly effective for more direct and personal communication with prospective students, allowing for more interactive and immediate engagement.

d. Tiktok

According to the information gathered, STITTA began using TikTok at the end of this year, with an account named "stitta official" that has 1,000 followers. This account became active in 2024, as evidenced by the content shared through the

platform. The content uploaded on TikTok is diverse, ranging from short videos showcasing campus activities, both internal and external, such as content creation during *Kuliah Kerja Nyata* (KKN). During KKN, the campus directed each KKN post to create a TikTok account with the aim of spreading information about STITTA to the wider public. Additionally, TikTok is also used to share information about scholarship programs and NSA.

Picture A.3 Tiktok
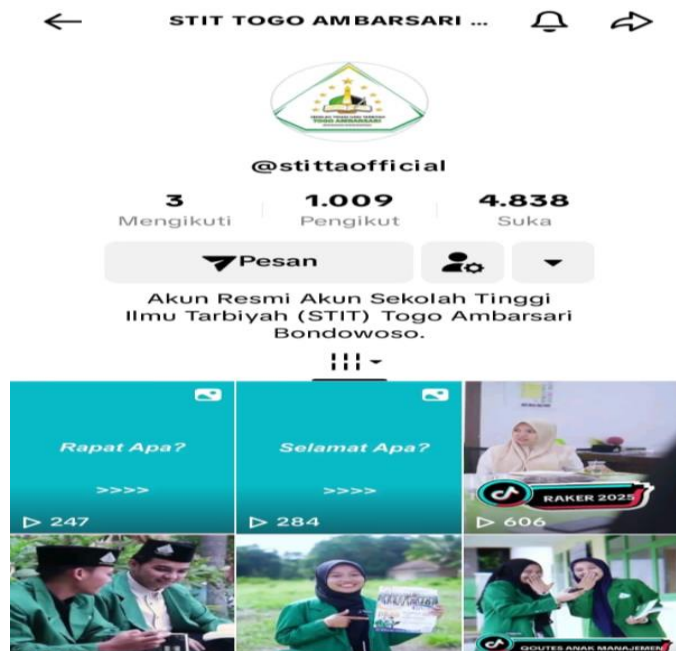
d. YouTube

Currently, STITTA does not have an official YouTube account, so it collaborates with the official pesantren account to disseminate information related to formal campus events, such as the Graduation ceremony, which is streamed live on that account. Nevertheless, the use of various other social media platforms, such as Facebook, Instagram, WhatsApp, and TikTok, has had a positive impact on attracting prospective students. Through the selection of appropriate content, which includes various achievements, vision and mission, programs, as well as activities carried out by STITTA, social media helps to introduce the institution more widely and effectively to the public.

4. The Evaluation of Social Media Utilization Strategy on Increasing Prospective Students' Interest at STITTA

After the planning and implementation stages are completed, the committee needs to conduct an evaluation of the social media utilization strategy to ensure whether these efforts have been effective in attracting prospective students to continue their studies at STITTA. This evaluation also aims to identify any shortcomings or obstacles in the planned and executed phases. The evaluation process conducted by the PMB committee includes monitoring each piece of content shared, as well as observing the reactions from the audience. Following this, a meeting will be held with relevant parties to discuss any shortcomings and challenges, with the goal of improving and optimizing the strategy moving forward. Additionally, the account management team will be asked to present the results and customer reactions to the videos or content shared, allowing for constructive feedback and suggestions. In this way, the committee can identify areas that need improvement and learning, ensuring that the social media utilization process aligns more effectively with the established goals, namely attracting more prospective students to enroll at STITTA.

5. The Impact of Social Media Utilization Strategy in Increasing Prospective Students' Interest at STITTA

The impact of social media usage is highly significant, as it provides information about the existence of STITTA to the general public, which in turn can attract the interest of prospective new students. Additionally, social media also provides a space for the public to actively participate in offering suggestions and criticisms regarding the educational institution, indirectly building social interaction between the community and STITTA. This creates a closer and more transparent two-way relationship. Furthermore, effective social media use also helps in branding STITTA in the public eye, so that awareness of the institution's presence and quality will spread more widely, attracting more attention and enhancing STITTA's reputation among prospective students and the public at large.

Research on social media utilization strategies in increasing prospective students' interest at STIT Togo Ambarsari Bondowoso significantly contributes to identifying and developing effective strategies for using social media as a promotional and communication tool. The results of this research can serve as a reference for the campus to optimize the potential of social media to attract the attention of prospective students. This research also plays a role in increasing engagement between prospective students and the campus, opening opportunities for them to learn more about study programs, facilities, and activities offered, thus increasing their interest in joining. From an educational marketing innovation perspective, this research introduces new ways of utilizing social media, such as paid advertising, using campus influencers, and creating engaging and relevant content. Additionally, this study provides a deeper understanding of prospective students' preferences in accessing higher education-related information, particularly through social media.

The implications of this research offer insights into the influence of social media on prospective students' decisions in choosing a campus. This enables the

campus to design more targeted communication strategies. The research also encourages campuses to adjust existing marketing strategies and improve both the quality and quantity of content shared on social media to make it more appealing to prospective students. Engaging content, such as testimonial videos, virtual campus tours, or scholarship information, can increase prospective students' interest. Furthermore, this research has implications for enhancing the reputation and image of the campus through more structured and focused use of social media, which can ultimately strengthen the campus's visibility in the eyes of prospective students, parents, and the broader community. The long-term implications of this research highlight the importance of regularly evaluating the effectiveness of social media strategies, allowing the campus to make strategic adjustments to maximize desired outcomes.

D. CONCLUSION

The purpose of this study is to examine the social media utilization strategies employed by STITTA Bondowoso to attract prospective students. The research findings indicate that STITTA's use of social media to attract prospective students involves several stages, including planning, implementation, and evaluation. In the planning process, this involves identifying customer needs and creating ideas or concepts for the content to be developed. Following this, the planning is executed by the PMB committee, with each member carrying out their specific tasks. During the implementation phase, the creative team develops content according to the plan, which is then shared on STITTA's social media platforms, such as WhatsApp, TikTok, Facebook, Instagram, and YouTube. The results are then evaluated collectively, discussing the achievements and challenges faced during the implementation process. This social media strategy has had a positive impact both on the campus and the community.

Several recommendations for further research on social media utilization strategies to increase prospective students' interest at STIT Togo Ambarsari Bondowoso include analyzing the impact of using various social media platforms. Future studies could focus on comparing the effectiveness of platforms such as Instagram, Facebook, TikTok, Twitter, and YouTube in attracting prospective students. Additionally, research could explore the types of content that are most appealing, such as videos, articles, infographics, or other interactive content, to help the campus develop content more suited to prospective students' preferences. Further studies could also investigate the use of influencers or alumni in social media promotions and assess their influence on prospective students' decisions to choose a particular campus. Moreover, research could examine the psychological factors that influence prospective students' decisions, such as perceptions of campus quality or ease of access to information via social media. Additionally, further evaluation is important to

measure the success of social media campaigns, including tracking the number of registrants coming from social media and the conversion rate of prospective students who show interest and eventually enroll. Future studies could test more personalized and interactive communication strategies, such as using chatbots or real-time Q&A sessions, to increase engagement with prospective students. Finally, comparing the effectiveness of social media marketing with traditional marketing methods, such as brochures or seminars, could provide insights into the most optimal marketing approach for the campus. Through this further research, it is hoped that STIT Togo Ambarsari Bondowoso can formulate a more effective and targeted marketing strategy.

REFERENCES

Ago, G., Zaenal, A.G., Mahidin, L., Sa'diyah, N., & Muta'allim. (2024). Associative Meaning of Consumers in the Names of Trade Commodities: A Social Semantic Perspective. *Retorika: Jurnal Ilmu Bahasa*, 10(3), 1008-1029. DOI: 10.55637/jr.10.3.11129.1008-1029

Amri, A.S. (2023). Peran Mahasiswa sebagai Agen Perubahan di Masyarakat. *Journal of Instructional and Development Researches (JIDeR),* Vol. 3, No. 1, 29-34.

Ariyani, R., Hadi, S., Komariah, N. (2024). Strategi Pemasaran Pendidikan Melalui Media Sosial. *Jurnal Mikraf: Jurnal Pendidikan,* Vol. 5, No. 2, 1-8. DOI: https://doi.org/10.70338/mikraf.v5i2.163

Ainiyah, N. (2021). Remaja Millenial dan Sosial Media: Media Sosial Sebagai Media Informasi Pendidikan Bagi Remaja Millenial. *Jurnal Pendidikan Islam Indonesia*. Vol. 2, No. 2, 221-236.

Alam, W, Y., Pandian, A, P., Cindy, M, R., Billa, E, J, S., Firmansyah, M, R., & Anggraini, D, S. (2023). *Sosial Media Dan Strategi Pemasaran*. Sumedang Jawa Barat: Mega Press Pusantara, 1-112.

Erislan. (2024). *Buku Ajar Manajemen Pemasaran Digital.* Makassar: Mitra Ilmu, 1-153.

Eriyanto. (2021). *Analisis Jaringan Media Sosial. Dasar-Dasar dan Aplikasi Metode Jaringan Sosial Untuk Membedah Percakapan Di Media Sosial*. Jakarta: Kencana, 1-81.

Fitriya, H., Yani, E, A. (2014). Faktor-Faktor Yang Mempengaruhi Minat Mahasiswa Memilih Perguruan Tinggi Ekonomi Islam (Studi Kasus : Stei Sebi). *Jurnal Ekonomi dan Perbankan Syariah.* Vol. 2, No. 1, 99-130.

Hajatina. (2024). Strategi Promosi Media Sosial dan Pengaruhnya Terhadap Keputusan Mahasiswa Dalam Memilih Institusi Pendidikan Tinggi. *Jurnal Manajemen dan Bisnis.* Vol. 2, No. 3, 136-146.

Harwani, Y., Suharjo, B., Nurmalina, R., & Suprayitno, G. (2018). Minat Pemilihan Perguruan Tinggi Dan Peran Kelompok Referensi Serta Komunikasi Pemasaran Terintegrasi. *Jurnal Ilmiah Manajemen*. Vol. 8, No. 2.

Juliansyah, E. (2017). Strategi Pengembangan Sumber Daya Perusahaan Dalam Meningkatkan Kinerja Pdam Kabupaten Sukabumi. *Jurnal Ekonomak*, Vol. 3, No. 2, 19-37.

Karuru, P., Muta'allim., Suwarno, S. A., Setiawan, A. F., & Junaida, S. (2023). Improving Students' Higher Order Thinking Skills through a Question and Answer Method. *RETORIKA: Jurnal Ilmu Bahasa*, *9*(3), 340–349. https://doi.org/10.55637/jr.9.3.8874.340-349

Lestari, I, A. (2024). *Strategi Pemasaran Pendidikan Berbasis Media Sosial Dalam Menarik Minat Calon Peserta Didik Baru Di Sekolah Islam Terpadu mutiara Global Kabupaten Kampar.* Skripsi: Universitas Islam Negri Sultan Syarif Kasim Riau Pecan Baru.

Malik, L, A, R., Kamayani, M., Hasan, F, N. (2023). Faktor-Faktor Yang Mempengaruhi Minat Calon Mahasiswa Baru Mendaftar Pada FTII UHAMKA Menggunakan Algoritma K-Nearest Neighbor (K-NN). J*ournal Of Technology Information*, Vol. 9, No. 1, 85-94.

Manullang, O, J, R., Simanjuntak, M. (2024). Pengaruh Pemasaran Media Sosial Dan Persepsi Calon Mahasiswa Terhadap Keputusan Pemilihan Perguruan Tinggi: Studi Kasus Pada Institute Teknologi Del. *Jurnal manajemen kreatif dan inovasi,* Vol. 2, No. 3, 169-179.

Merizawati, H., Munawir, A., Sulita, I., Arifin, S., & Muta'allim. (2023). Enhancing Students' Speaking Proficiency through Storytelling Method at Education College of Togo Ambarsari Bondowoso. *RETORIKA: Jurnal Ilmu Bahasa,* 9(3), 321–330. https://doi.org/10.55637/jr.9.3.8585.321-330

Muhammadiah, M., Muta'allim., Nawiruddin., Susanty, L., & Zarkasi. (2025). The Role of Linguistics on Influencing Community Associations on Social Media: A Socio-Semantic Study of Commodity Advertisements. *RETORIKA: Jurnal Ilmu Bahasa*, *11*(1), 191–209. https://doi.org/10.55637/jr.11.1.11655.191-209

Muldiyanto, E. (2020). *Metode Penelitian Kualitatif: Teori Dan Aplikasi Disertai Contoh Proposal*. Jakarta: Yogyakarta press.

Muta'allim, M., Munir, M., Pathollah, A., Nawiroh, L., & Muhalli, M. (2022). Concepts of Religious Moderation Education at TAPAL KUDA: Linguistic Analysis and Local Wisdom. Proceedings of Annual Conference for Muslim Scholars, 6(1), 798-811. https://doi.org/10.36835/ancoms.v6i1.395

Muta'allim, Tabroni, I., Mahidin, L., SulalahA. A., & Ghaffar, A. A. (2022). *Jhejhel* Tradition as a Concept of UCE Implementation on Improving The Economy of The Kangean Island Community in The Pandemic. *Proceedings of Annual Conference on Community Engagement*, *3*, 305-316. Retrieved from https://proceedings.uinsa.ac.id/index.php/ACCE/article/view/1071

Novianti, K. (2023). Strategi Promosi Kampus Universitas Islam Makassar Dalam Meningkatkan Minat Calon Mahasiswa Baru. *Ninestars Education: Jurnal Ilmu Pendidikan Dan Keguruan.* Vol. 4, No. 2, 201-208.

Noviyanto, H., Fauzi, A. (2022). Implementasi Data Mining Untuk Mengetahui Minat Siswa Terhadap Perguruan Tinggi. *Jurnal Teknik Informatika dan Teknologi Informasi*. Vol. 2, No. 1, 52-55.

Prasetya, A.D., Utama, A.H., & Mastur. (2024). Pemanfaatan Sosial Media Sebagai Penyajian Konten Pembelajaran Digital: Study Literature Review. *JRIP: Jurnal Riset dan Inovasi Pembelajaran,* Vol. 4, No 2, 1004-1017.

Pratiwi*,* N, K. (2015). Pengaruh Tingkat Pendidikan, Perhatian Orang Tua, Dan Minat Belajar Siswa Terhadap Prestasi Belajar Bahasa Indonesia Siswa SMK Kesehatan Di Kota Tangerang Noor. *Pujangga: Jurnal bahasa dan Sastra.* Vol. 1, No. 2, 75-105.

Ramadani, W, H, O., Hastuti., & Fida, W, N. (2023). Strategi Universitas Muhammadiyah Buton Dalam Meningkatkan Minat Calon Mahasiswa Baru. *Journal syntax idea.* Vol. 5, No. 10, 1697-1713.

Sahid, M. (2023). Penggunaan Media Sosial Dalam Peningkatan Pendaftar Mahasiswa Baru. *Jurnal Inovasi Penelitian.* Vol. 3, No. 8, 7417-7428.

Sopandi, E. (2011). Strategi Promosi Penerimaan Mahasiswa Baru Untuk PTS (Tinjauan atas kegiatan Promosi PTS di Jawa Barat Tahun 2010). *MANAJERIAL*, Vol. 9, No. 18, 87-101.

Sudi, M., Naim, Z., Zunaih, A.I., Alfani, F.R., & Mutaallim. (2025). The Role of Èngghi-Bhunten Madurese Language Communication in Shaping Children's Morals Parental Preferences in Rural Communities. *RETORIKA: Jurnal Ilmu Bahasa*, *11*(1), 176–190. https://doi.org/10.55637/jr.11.1.11650.176-190

Sugiyono. (2020). *Metode Penelitian Kualitatif*. Bandung: Alfabeta, 7-133

Suyatna, R, G., Alam, S., & Putri, N, V. (2024). Strategi Manajemen Pemasaran Pendidikan Berbasis Media Sosial dalam Menarik Mahasiswa Baru Universitas Primagraha. *Jurnal Nuansa: Publikasi Ilmu Manajemen dan Ekonomi Syariah.* Vol. 2, No. 1, 26-34.

Sya'adah, F, S. (2024). Strategi Promosi Berbasis Digital Marketing dalam Meningkatkan Minat Calon Peserta Didik Baru di Sekolah. *Dinamika Pembelajaran : Jurnal Pendidikan dan Bahasa*, Vol. 1, No. 4, 322-333.

Undang-Undang Repubik Indonesia. System Pendidikan Nasional Nomor 20 Tahun 2003.

Utami, F. S., Mudofir., & Supriyanto. (2022). Manajemen Strategi Pemasaran Pendidikan. *Jurnal Pendidikan dan Konseling.* Vol. 4, No. 4, 4746-4751.

Wulandari, S., Iqbal, M. (2021). Analisis Kelayakan Lokasi Promosi Dalam Penerimaan Mahasiswa Baru (PMB) Dengan Algoritma Naïve Bayes & Decision Tree C45. *Kilat Kajian Ilmu dan Teknologi,* Vol. 10, No. 1, 169-170.

Yudistira, R., Muta'allim, M., Nurcaya, N., Julhadi, J., & Pattiasina, P. P. J. (2022). the Role of Linguistics and Local Wisdom on Knowing Harmony Between Religions At Tana Toraja. *Muslim Heritage*, *7*(2), 409–431. https://doi.org/10.21154/muslimheritage.v7i2.5023