

**THE IMPACT OF SOCIAL MEDIA MARKETING ON NEW UPPER
SECONDARY STUDENT ENROLLMENT RATE FOR THE CLASS OF
2022 AT CHANDRA KUMALA SCHOOL**

SCIENTIFIC RESEARCH PAPER

**Presented to Chandra Kumala School as a Part of the Graduating Requirements for the
Final Year of Class XII Students**

Made by:

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NISN 1052



YAYASAN PENDIDIKAN CEMARA ASRI

SMA CHANDRA KUMALA

ACADEMIC YEAR 2024/2025

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ABSTRACT

This research was conducted to find out how much social media marketing influences the enrollment decision of new upper secondary students at Chandra Kumala School for the class of 2022. The school has been actively using platforms like Instagram, Facebook, TikTok, and YouTube to promote its programs and activities. However, it's still unclear whether these efforts really affect students' decisions to apply.

The method used in this research is quantitative, using a survey distributed through Google Forms. The respondents were new upper secondary students in 2022 who had not previously studied at Chandra Kumala. The survey focused on how students first heard about the school, how often they saw the content, which platform influenced them the most, and how engaging they found the content.

Based on the results, most students did see and interact with the school's social media posts, especially on Instagram, but social media was not the main reason they enrolled. Most students still heard about the school from family or friends. The research also found that content showing student life and events was the most engaging, while blog posts and announcements were less interesting.

In conclusion, social media helps with visibility and engagement, but the actual influence on student decisions is still moderate. There is still room to improve the content and communication strategy to make it more persuasive and relatable for students.

PREFACE

The researcher offers her deepest gratitude to Almighty Lord Jesus Christ for his blessings, the most merciful for giving her his guidance within the process of finishing this research paper entitled “*THE IMPACT OF SOCIAL MEDIA MARKETING ON NEW UPPER SECONDARY STUDENT ENROLLMENT RATE FOR THE CLASS OF 2022 AT CHANDRA KUMALA SCHOOL*” from the very start until the end.

The researcher acknowledges that without the assistance and guidance from several parties, this research paper could not have been completed. The assistance that has been provided for her on multiple occasions have been invaluable. That being so, the researcher would like to express her genuine gratitude to the parties below:

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4. the researcher’s parents and friends who have provided support and motivation during the process and production of this research paper.

The researcher hopes that this paper can offer benefits to anyone who reads it. The researcher is also aware that there are many imperfections and drawbacks of both content and grammar of the paper. Therefore, the researcher gladly accepts any suggestions, advice and criticism from readers for this research paper.

Deli Serdang, 23 Oktober 2024

Felicia Stevanny Ong

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CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Customers play a crucial role in the success of firms, making customer engagement an essential aspect of a company's strategy. Various perspectives on customer engagement highlight its connection to social engagement (Altschwager, et al., 2018). Social brand engagement, in particular, has gained prominence with the rapid development of social media, which now plays a vital role in fostering consumer engagement with brands (Osei-Frimpong & McLean, 2018).

Social media marketing (SMM) definitions can vary according to different experts, who each have different perspectives on the concept. The definition of SMM proposed by these experts are below:

1. Pentina and Koh (2012), SMM triggers viral communications amongst consumers across online communities, brand and fan pages, and promotion-related content generated by the companies/organizations on popular networking sites such as Twitter, Facebook, and many others
2. Kim and Ko (2012) describe SMM as an empathy driven communication for young consumers with efforts also being targeted at consumers belonging to higher age bands.
3. Richter and Schafermeyer (2011), on the other hand, regard SMM as a marketing strategy engaging with social platforms to facilitate a two way communication with the consumers.

Social Media Marketing is about understanding how technology is making it easier for people to connect socially with their social networks and how your business can profit from that understanding. More and more of your customers, whether for personal use, business-to-consumer or business-to-business reasons use social media in every aspect of their daily life. Social media are tools for sharing and discussing information. It can be described as a kind of online media which encourages every member for feedback and contribution. It is a social instrument

of two-way communication facilitating the sharing of information between users within a defined network via web 2.0 (Athawale & Dhoke, 2023).

Chandra Kumala School is a National Plus school located in Deli Serdang, North Sumatra, Indonesia. The institution provides quite a range of education from kindergarten to secondary school. The school implements the Cambridge International Curriculum and provides IGCSE and A-level programs. The institution also offers national curriculum for students interested in studying locally.

The institution has been using social media marketing as one of its marketing strategies for quite a while. They have invested significant amount of resources in developing an online presence targeting the Medan students market. This includes regular social media posts from Chandra Kumala, paid advertisements, virtual tours of the school, and more. After allocating all these resources into designing their social media portfolio, it remains uncertain whether the school's enrolment rates would justify the expenses spent and whether the strategies used would actually lead to higher enrolment rates.

In this particular research, the researcher is highly interested in examining the specific impact of social media marketing on the enrolment rates to analyse the effectiveness of various social media platforms as the school marketing strategies. by doing so, the researcher hopes that this study can provide insights of social media marketing influence to student's decisions to enrol.

1.2 ANALYSIS IDENTIFICATION

Based on the background of the study above, the analysis will identify the following:

1. Does social media marketing of Chandra Kumala School have impacts towards new upper secondary students of Chandra Kumala school of 2022 decision making?
2. How effective are each social media platforms and marketing strategies on affecting students' decision to enrol?

1.3 ANALYSIS PURPOSE

The goal of this analysis are:

1. To determine how effective Chandra Kumala School social media marketing efforts in reaching and engaging with potential students and their families.
2. To identify which social media platforms have the most significant impact on affecting students' decision to enrol.

1.4 BENEFIT OF ANALYSIS

This analysis is meant to produce several benefits, which are:

1. The researcher is able to expand her knowledge and explore the topic social media marketing.
2. The readers are able to understand how social media marketing works.
3. The readers are able to identify which social media marketing strategy is the most effective.
4. The researcher are able to gain insights of the content that influence students' decision to apply at Chandra Kumala School, based on their interactions on each marketing platforms.
5. Chandra Kumala School are able to see the perspective of students on deciding which school to enrol in and adjust their strategy to better meet these preferences.

1.5 SCOPE AND LIMITATION

This study focuses on the social media marketing efforts and how it affects the enrolment rates for the upper secondary of 2022 at Chandra Kumala. Therefore, the data will be limited to only the new enrolment of upper secondary in 2022. The subject that will be questioned will be limited to upper secondary students of 2022 that have not been enrolled at Chandra Kumala before. There might also be inaccuracy of the data due to the questionnaires not fully represent the data from the new students as the contents might be used in multiple platforms.

CHAPTER II

LITERATURE REVIEW

2.1 SOCIAL MEDIA

Social media is an internet based media platforms where users can easily express themselves by sharing and creating content, including blogs, social networks, wiki, forums, and more. The positive impact of social media is that it makes it easier for us to interact with a lot of people, expands relationships, distance and time are no longer constraints, it's easier to express ourselves, the dissemination of information can happen quickly, and it reduces the cost since most of it are assesible without charging anything to the users.

Social media is basically a tool for someone to interact with other people with use of internet. In further, social media is not only used as a tool for interact with others, but it can be used on learning process. (Suita & Surya, 2019)

Social media's role has become part of human's life, such as the scope of education, both academically and as a chat material for teenagers. It is undeniable, and social media has a considerable influence on someone. Someone who is initially small can become significant because of social media, and vice versa. (Putri, 2016)

2.1.1 SOCIAL MEDIA PLATFORMS

Below are several social media platforms commonly used all over the world:

A. FACEBOOK

Launched in 2004, Facebook is one of the most influential social networking platforms. It allows users to create profiles, share updates, photos, and videos, join groups, and connect with friends and family. Its widespread use has made it a cornerstone of online social interactions (Boyd & Ellison, 2007).

Facebook is one kind of networking social founded by Mark Zuckerberg with his fellow students. Initially membership was limited to only Harvard students, then extended to other hunting organizations such as Boston, Ivy League, and Stanford University. Facebook can also be used by users at any time, users can easily access it through gadgets (mobile phones), computers and laptops. Users can also make friends with people they know or don't know on Facebook. This type of social networking is one of the kinds of social media that is in the interest of a wide range of people because it offers a variety of applications for users to find friends, send videos, play games, discuss and update messages, photos, or also called senders and can also give comments, like symbolized by thumbs by other users called receivers. can exchange information through chatting with each other and can also interact on the platform.

B. INSTAGRAM

Instagram is a social media application that is popular in smartphone users. The name of Instagram is taken from the words of 'Insta' which originates from 'Instant' and 'gram' from the word of 'telegram' (Miliza Ghazali, 2016). So, Instagram is a combination of the words of Instant-Telegram. From the use of the word can be interpreted as a modern application for sending information quickly, that is in the form of photos in the form of managing photos, editing photos, and sharing to other social networks (Miliza Ghazali, 2016).

The platform also features IGTV and Reels, which enable users to create longer videos and short, engaging clips similar to TikTok, respectively. These additions have expanded Instagram's capabilities, making it a versatile tool for both casual users and professional content creators. The platform's algorithm prioritizes content based on user interactions, which influences how content is consumed and shared, creating a dynamic ecosystem where trends and viral content can quickly emerge (Karamian, Nadoushan, & Nadoushan, 2015).

C. TIKTOK

TikTok, launched in 2016 by the Chinese company ByteDance, has quickly risen to global prominence with its unique format of short, music-accompanied videos. The platform's primary appeal lies in its ease of use and the creative freedom it offers through a vast library of sounds, effects, and editing tools. TikTok's algorithm-driven content discovery, which curates the "For You" page based on user behaviour, ensures highly personalized and engaging user experiences, making it particularly addictive (Li, 2020).

The platform is known for its viral challenges, dance trends, and meme culture, which have been instrumental in its rapid growth, especially among younger demographics. TikTok's influence extends beyond entertainment; it has become a significant platform for social activism, education, and marketing. The platform's ability to rapidly spread content has made it a powerful tool for raising awareness and mobilizing social movements, as seen with various global campaigns and grassroots initiatives (Anderson, 2020).

D. YOUTUBE

YouTube, created in 2005, is the largest video-sharing platform, hosting a wide range of content from user-generated videos to professional productions. The platform allows users to upload, view, rate, share, and comment on videos, making it a central hub for online video consumption. YouTube's monetization options, including ads, channel memberships, and Super Chat, provide content creators with various revenue streams, fostering a vibrant ecosystem of professional and amateur creators (Burgess & Green, 2009).

YouTube's recommendation algorithm, which suggests videos based on user behaviour and preferences, plays a crucial role in content discovery and user engagement. This algorithmic curation has

significant implications for content visibility and creator success, influencing what content gains popularity on the platform. YouTube has also become a vital resource for education and self-learning, with countless tutorials, lectures, and educational channels available for free, democratizing access to knowledge (Burgess & Green, 2009).

2.2 MARKETING

Experts have different perspectives on marketing as the definition differs by each person; below are some definitions of marketing by experts:

1. Bartels (1951), "Marketing is that field of study which investigates the conditions and laws affecting the distribution of commodities and services. It is the institutionalized function of providing consumers with goods for their use."
2. American Marketing Association (2013), "marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."
3. Philip Kotler (2012), "Marketing defines as the science and art of exploring, creating and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services."

2.3 SOCIAL MEDIA MARKETING

Social media marketing (also known as digital marketing and e-marketing) is the use of social media as the platforms on which users build social networks and share information to build a company's brand, increase sales, and drive website traffic. In addition to providing companies with a way to engage with existing customers and reach new ones, social media marketing has purpose-built data

analytics that allows marketers to track the success of their efforts and identify even more ways to engage (Adam Hayes, 2024).

Social media marketing significantly influences consumer behaviour by shaping perceptions, driving engagement, and encouraging purchase decisions. The interactive nature of social media allows consumers to engage with brands more directly and personally, fostering a sense of loyalty and community (Muntinga, Moorman, & Smit, 2011). Consumers are increasingly using social media to research products, read reviews, and seek recommendations, which underscores the importance of a strong social media presence for brands (Mangold & Faulds, 2009).

2.3.1 SOCIAL MEDIA MARKETING IN EDUCATION

The purpose of educational marketing by educational institutions is to provide information to the broader community about the service offerings offered by schools, to increase public interest in schools, to differentiate what schools offer from other schools, and to emphasize what schools offer. The community will offer added value obtained from the products provided by the school, and the school will remain stable in the eyes of the community. The marketing function of education is how educational institutions make people interested in becoming part of these educational institutions. Educational marketing exists as a container or media to market an educational institution. Thus, the public can discover what is happening in these educational institutions (Putri, 2021).

The QS International Student Survey 2019 (ISS) revealed that 85% of the 75,000 prospective international students use social media as a part of the research process when deciding where to study for Higher Education. This survey picked out that universities can reach students with digital marketing tools which are Facebook, Twitter, Websites, Blogs, WhatsApp, Website, Skype and Instagram. Moreover, new digital tools which are virtual college fairs, webinars, webchats, videos, webchats are gaining importance to meet with prospective international students. As has been previously reported in the literature, it is indicated that students' information satisfaction is vital to students' choice

satisfaction. However, many prospective students experience an information overload and may not be able to effectively compare and contrast college offerings within their choice set (Nurlidai, 2010).

2.3.2 SOCIAL MEDIA MARKETING IN SALES

Sales performance describes the comparison of a company's income in a certain period, which if there is an increase in profits, then the company's management will become easier (Zia & Shahzad, 2015). Based on its usefulness, social media marketing has an important role for a business owner in introducing products or services and building communication with customers through various types of platforms (Chaffey & Chadwick, 2019).

Sukwadi, Indrawati, and Wong (2016) state that sales performance is the number of outputs or products sold that are reported every month, with an integrated recording system, making it easier for companies to plan and formulate strategies in determining sales targets that must be achieved within a certain time (Nzioka & Waithaka, 2021). Sales will support the development process of a company. By expanding marketing activities through satisfactory communication and customer service from the company to potential customers, the company's sales are expected to increase (Sufian et al, 2020).

2.4 SOCIAL MEDIA MARKETING STRATEGIES

Incorporating social media marketing strategies into the school's recruitment efforts can yield tangible benefits in terms of attracting and converting prospective students. Content creation plays a central role in social media marketing, with Chandra Kumala School having the opportunity to share compelling stories, testimonials, and visual content that resonate with its target audience.

Community engagement is another key aspect of social media marketing, involving active interaction with followers, responding to inquiries, and fostering a sense of belonging among prospective students. By creating a welcoming and

inclusive online community, Chandra Kumala School can differentiate itself and build trust with potential enrollees and their families.

Moreover, targeted advertising on social media platforms allows the school to reach specific demographics, geographical locations, and interests relevant to its enrollment target. By investing in targeted ad campaigns, Chandra Kumala School can ensure that they reach the right audience at the right time, maximizing the impact of its marketing efforts. The application of these four dimensions is carried out through the following:

A. CUSTOMER FEEDBACK

Chandra Kumala provides facilities for customers to share their feedback to Chandra Kumala through the comment section, SMM platforms direct message, and feedback that can be sent through a whatsapp link listed on the Chandra Kumala platforms profile.

B. COMMUNICATION

Chandra Kumala communicates with its customers through contents, ads and personally via direct message, with service hours every Monday - Friday, 07:45 WIB - 16:30 WIB. The communication process includes providing the information needed by customers and encouraging customers to share their opinions to Chandra Kumala. Chandra Kumala uses both English and Bahasa in the caption and makes sure that the copywriting is easy to understand and adapted to the Chandra Kumala target market.

C. CONTENT SHARING

Chandra Kumala makes the content, headlines, and content uploading schedule. Content uploaded on Chandra Kumala' SMM accounts includes photos and videos by utilizing the features in each platforms. The contents delivered are information related to school (hard-selling), information not directly related to Chandra Kumala school (soft-selling), and interactive content involving the audience, such as giveaway to make it more attractive to the audience.

D. CUSTOMER RELATIONSHIP

Efforts made by Chandra Kumala in order to make a relationship with customers include providing friendly responses to students and potential students, asking for feedback from student and family regarding their experience in Chandra Kumala, listening to students complaints about evaluation, providing information of the school and special events.

CHAPTER III

METHODOLOGY

3.1 METHOD OF RESEARCH

The method used in this research is quantitative. This approach is used to collect data in the form of numbers and percentages that can be analyzed. This method helps the researcher to measure how social media marketing affects the enrollment decisions of new upper secondary students at Chandra Kumala School in 2022.

This research uses two types of data, which is the primary and secondary data. The primary data used for this paper was collected through the survey method. The researcher gathered information via Google Forms, with the new batch of 2022 students that come from other schools as the subjects. Google Forms was used as the primary data collection platform for this paper.

The secondary data used was collected using the literature review method, which is the researcher gathering information about the topic by searching and location sources that provides factual information or personal expert opinion on the topic questioned. In the researcher's case, she was analysing some researcher paper that has similarities with her topics and use it as references for the making of this paper. The researcher also citate experts' opinion of the topic as the content of the paper.

3.2 INSTRUMENT OF RESEARCH

The method used by the researcher is the questionnaire/survey research, where the researcher gathers information from Google Form as the platform of gathering questions from respondents. The survey research method used for this paper is focused on this study is conducted in a quantitative approach in order to asses the impact of social media marketing to the enrolment rates of upper secondary students of class 2022 at Chandra Kumala School. The questions in the questionnaires were created on the basis of revision in the context of the research.

In the demographic analysis of data, present the distribution of respondents by gender, age, type of university, level of study and educational services is that they are looking for something different from what educational institutions usually sell. So academic institutions must renew their concept to provide attractive, high-quality products or services. With the development of the times, educational institutions need to pay attention to the problems that exist in today's society so that schools can create products or services that can overcome these problems. Educational institutions also need to provide products that are currently in demand by the public (Putri, 2021).

The questionnaires content are listed below:

1. Demographic information
 - Age
 - Gender
2. Engagement to Chandra Kumala School through social media
 - How did you first hear about Chandra Kumala School?
 - i. Social Media
 - ii. School Website
 - iii. Friends/Family/Relatives
 - Have you seen any of Chandra Kumala School's post on social media?
 - i. Yes
 - ii. No
 - Which types of Chandra Kumala School contents do you find the most engaging? (select all that apply to you)
 - i. Photos
 - ii. Videos
 - iii. Stories/posts about current students and events
 - iv. Event announcements
 - v. Blog and informative posts
 - Which types of Chandra Kumala School contents do you find the least engaging? (select all that apply to you)

- vi. Photos
- vii. Videos
- viii. Stories/posts about current students and events
- ix. Event announcements
- x. Blog and informative posts
- How often does Chandra Kumala School contents appear on your social media home page?
 - i. Very often
 - ii. Often
 - iii. Sometimes
 - iv. Rarely
 - v. Very rarely/never
- How often does Chandra Kumala School contents appear on your social media home page?
 - vi. Very often
 - vii. Often
 - viii. Sometimes
 - ix. Rarely
 - x. Very rarely/never
- How did the social media content from Chandra Kumala influence your interest in applying?
 - i. Significantly increased my interest
 - ii. Somewhat increased my interest
 - iii. Doesn't affect my interest at all
 - iv. Somewhat decreased my interest
 - v. Significantly decreased my interest
- Have you ever interacted with our school's social media content (e.g., liked, shared, commented)?
 - i. Yes: (on what platform: _____)
 - ii. No
- Have you ever interacted with Chandra Kumala School's admin on any social media platforms?

- i. Yes: (on what platform: _____)
- ii. No

3. Decision making factors

- To what extent did social media marketing influence your decisions to apply?
 - i. Very high
 - ii. High
 - iii. Moderate
 - iv. Low
 - v. Very low
- Which social media platform had the most influence on your decision to apply?
 - i. Facebook
 - ii. Instagram
 - iii. TikTok
 - iv. YouTube
- Which social media platform had the least influence on your decision to apply?
 - v. Facebook
 - vi. Instagram
 - vii. TikTok
 - viii. YouTube
- On the scale of 1-5, how engaging do you find Chandra Kumala School contents?
 - i. 1
 - ii. 2
 - iii. 3
 - iv. 4
 - v. 5

3.3 DATA COLLECTION PROCEDURE

Throughout the process of collecting the data to assemble this paper, the necessary steps of collecting the data are along these lines:

- The researcher read several journals covering similar topics thoroughly and carefully
- The researcher highlighted and took notes within the journals that explains social media, marketing, social media marketing, the impact on education and how social media marketing can be implemented to the education industry.
- The researcher writes down several citations is mentioned by a particular statement
- The researcher annotated definitions of topic covered shown by a particular quotes.
- The researcher search and review other thesis that has similarities with the topic several times to ensure the accuracy of the paper.
- The researcher distributed the survey via Google Form to 2022 new upper secondary students that have not been enrolled in Chandra Kumala before.
- The researcher collected and analyzed the survey responses to assess the impact of social media marketing on enrollment decisions.
- The researcher evaluated the data and generated the analysis based on the data gathered by those method listed above.

3.4 TECHNIQUE OF ANALYZING DATA

The technique used for the making of this paper is descriptive analysis. The data is described using numbers, percentages, and charts to show how students responded to each question. By using graphs and percentages, the researcher is able to clearly present the result of the survey responses and connect them back to the research objectives.

CHAPTER IV

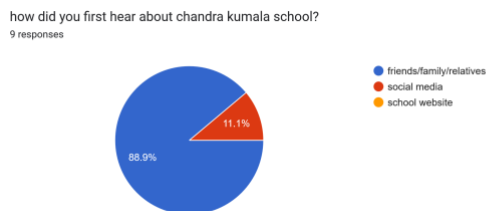
RESULT AND DISCUSSION

4.1 DATA RESULT

The data was collected with a questionnaire through google form with a total of 9 respondents from the 2022 batch of new upper secondary students at Chandra Kumala School. The results were collected in April 2025 in Chandra Kumala School.

4.1.1 Initial Awareness of the school

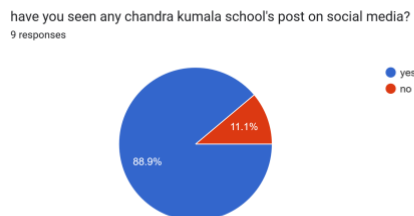
Graph 4.1.1 Initial Awareness of Chandra Kumala



From the data collected, most students (around 78%) first heard about the school through family or friends, while only one student (11%) mentioned social media as their first source of information. This shows that while the school is putting effort into social media marketing, word of mouth still plays the biggest role in raising awareness about Chandra Kumala School.

4.1.2 Social Media Contents Exposure

Graph 4.1.2 Exposure to Chandra Kumala's Social Media Content

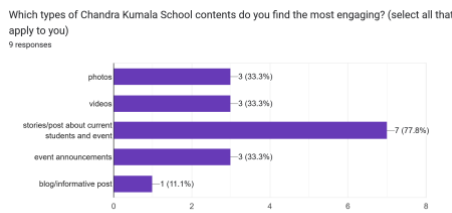


According to the students responses, almost all (89%) participants have seen the school's content on social media platforms. Even though only one student

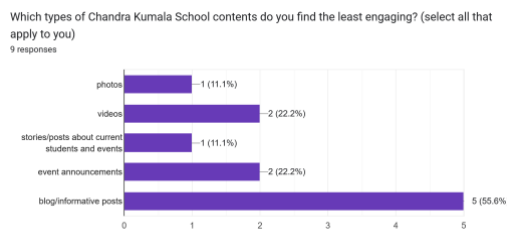
firstly discovered the school through social media, most (89%) of the respondents have seen the school's content online. This shows that while it's not the first place where people find the school from, Chandra Kumala social media still manages to show the school's presence to most of the students.

4.1.3 Content Engagement Level

Graph 4.1.3 Most Engaging Chandra Kumala's Content Types



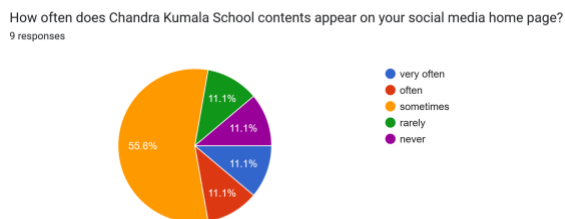
Graph 4.1.4 Least Engaging Chandra Kumala's Content Types



Based on the opinions collected, the majority of the students find student and event stories the most interesting, followed by others that enjoy photos. Blog/informative content was the least appealing, followed by event announcements and videos, showing that students prefer real-life content that shows the student experience rather than purely promotional content.

4.1.4 Content View Frequency

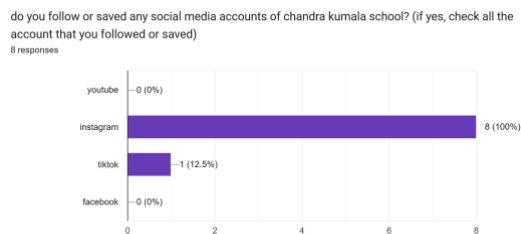
Graph 4.1.5 Frequency of seeing contents



Based on the students answer, most respondents (55.6%) see the school's posts sometimes on their homepage. This suggest that the school's content does appear on students' feeds but not consistent enough to give a big influence.

4.1.5 Following the School's Account

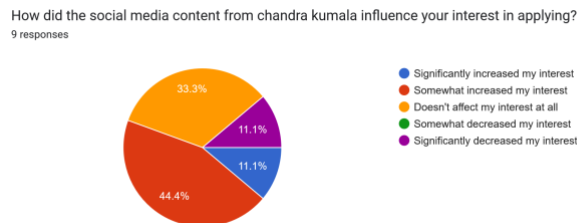
Graph 4.1.6 Following Chandra Kumala's Account



From the students responses, it shows that those who have seen the school's content also follow the school's official social media account. It is a good start that the social media presence is noticed by new students although it's not the main reason of why they enrolled.

4.1.6 Influence on Enrolling Interest

Graph 4.1.7 Chandra Kumala's Content Influence



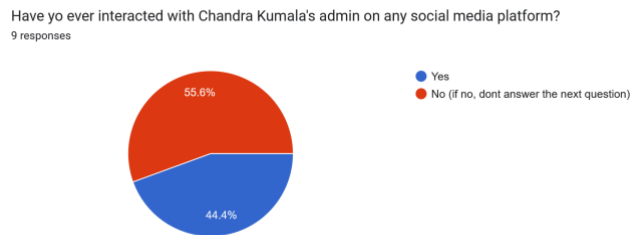
Graph 4.1.8 Chandra Kumala's Social Media Marketing Influence



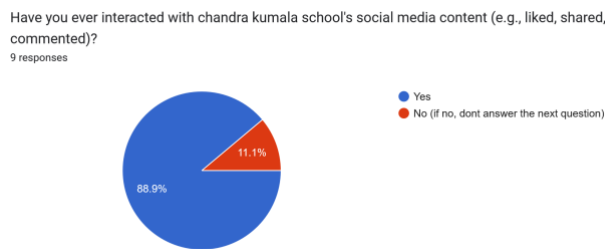
According to the students answers, several respondents noted a moderate to significant increase in interest, while others felt the content had no effect. Most says that Chandra Kumala’s SMM gives a moderate to low level of influence on their decision to enroll. Which means, even though the content is seen, it is not enough to convince students to apply on its own.

4.1.7 Content Interaction Level

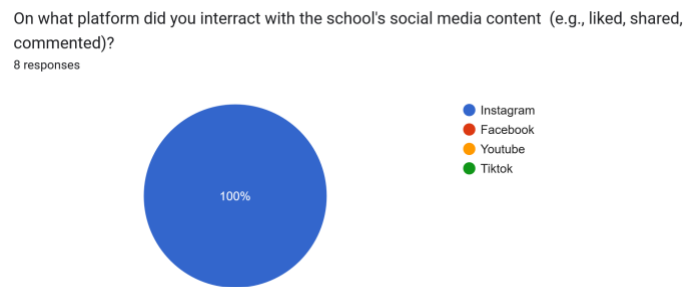
Graph 4.1.9 Interaction with Chandra Kumala’s Content



Graph 4.1.10 Level of Interaction with Chandra Kumala’s Content

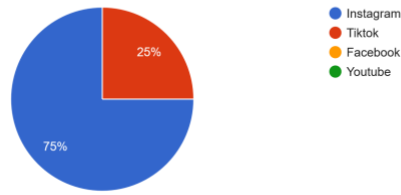


4.1.11 Platform of Interaction with Chandra Kumala’s Content



4.1.12 Platform of Interaction with Chandra Kumala’s Admin

On what platform did you interact with the school's admin?
4 responses

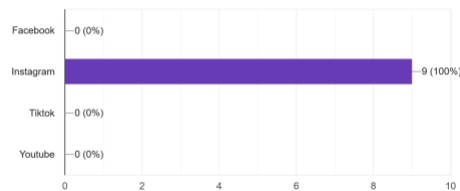


Based on their responses, most participants have interacted with the school's social media. 8 out of 9 participants interacted with the school's posts through likes, comments, or shares. Platforms of Interaction of all students who have interacted with the school's are Mainly Instagram with one student interacted on Tiktok. Sadly, Only a few interacted directly with the school admin via messages. There's still some room for improvement for the two way communication between the school's social media admin and new or potential students.

4.1.8 Platforms Influence on Enrollment Level

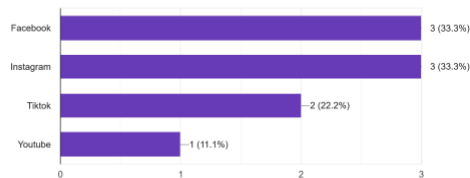
Graph 4.1.13 most influencing platform

Which social media platform had the most influence on your decision to apply
9 responses



Graph 4.1.14 least influencing platform

Which social media platform had the least influence on your decision to apply?
9 responses

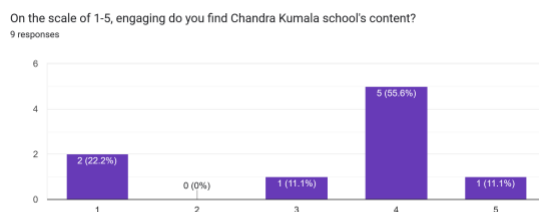


Based on the students responses, all students stated Instagram as the most influencing platform and Facebook as the least influencing platform on their enrollment decision. Instagram is still currently the most effective platform for

the purpose of reaching and finding potential students as one of the platform with the most active users.

4.1.9 Content Engagement Score

Graph 4.1.15 Content Engagement Score



Based on their ratings, the average engagement score is 3.3 out of 5, showing that the school's content gives a moderate level of appeal to their enrollment decision. The school can improve this by doing research on what type of content is the most suitable for the content audience. Sproutsocial stated that 78% of people preferring to learn about new products through short video content.

4.2 DATA DISCUSSION

Based on the data collected, it can be seen that Instagram is the most influential platform when it comes to reaching students. All 9 respondents agreed that Instagram had the biggest impact, while Facebook was considered the least useful. This matches the idea from Karamian et al. (2015), who said that Instagram is more appealing for younger users because of its visual-based features and interactive content which help in building brand connection, especially among students (Karamian et al., 2015). The school should focus more of their marketing efforts on Instagram by creating more creative content that fits what students like, such as stories, reels, and updates about school activities.

Although 89% of students had seen the school's content on social media and 8 out of 9 had interacted with it, only one person said they first found out about the school through social media. Most students still heard about Chandra Kumala from family or friends. This supports the idea that word of mouth is

still more powerful than digital ads when it comes to school choice decisions. A global study by Nielsen (2015) also found that 83% of people trust recommendations from people they know more than any other kind of marketing (Nielsen, 2015). The school could encourage students and parents to share their positive experiences online, maybe through testimonials or reposting their stories on the school's official account.

When it comes to the type of content, students find stories and posts about current students and events the most interesting. This shows that real, personal stories about student life in the school are more interesting than blog or announcement posts. Mangold and Faulds (2009) explained that social media is most effective when it feels personal and authentic and not overly formal or forced (Mangold & Faulds, 2009). Based on this, the school should post more daily activities, events, and student life moments instead of formal announcements to make the account more attractive to students.

Even though most students engage with the school's content, the influence of that content on their actual enrollment decision is still considered moderate to low. Most students said it only increased their interest "a little" or "somewhat." This is similar to what Muntinga, Moorman, and Smit (2011) said about online brand activity. They pointed out that even if people interact with posts, it doesn't always lead to real action like buying a product or using a service. In this case, choosing a school (Muntinga et al., 2011). To improve this, the school can focus more on persuasive content such as testimonial videos from current students, alumni stories, and posts that show the real benefits of studying at Chandra Kumala.

While many students interacted with the school's content by liking, commenting and sharing, only a few interacted directly with the admin. This shows that there's a chance to improve engagement by replying more often to messages. Chaffey and Chadwick (2019) said that two-way communication is key to building trust and turning followers into real customers or students (Chaffey & Chadwick, 2019). The school should be more active in replying to

comments and direct messages, and could also try posting interactive posts on Instagram to get students more involved.

The average engagement score was 3.3 out of 5. This means that students find the content somewhat interesting, but it's still not strong enough to leave a big impression. Pentina and Koh (2012) suggested that schools or companies can improve their engagement by using more interactive content like live streams, contests, or behind-the-scenes videos (Pentina & Koh, 2012). Based on this, the school can try creating more creative contents to make their social media presence more exciting.

Social media does help Chandra Kumala School in reaching and interacting with students, especially through Instagram. However, the effect on student decision making is still not very strong. The content is somewhat engaging, but it hasn't reached the point where it can fully influence enrollment. There is still a lot of room to improve, especially in how content is presented, how the school communicates directly with students, and how the school builds connection with the audience.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 CONCLUSION

Based on the results of the research, it can be concluded that:

1. Social media marketing does influence the enrollment decisions of new upper secondary students at Chandra Kumala School. While social media plays a role in increasing the awareness about the school, its overall impact on students' decisions to enroll is moderate as the majority of students responded that they first learned about the school through family and friends with the percentage of 78%, making Social Media Marketing barely has an influence in the decision making process.
2. The data shows that Instagram is the most frequently used platform among students, with content focused on student activities and events being the most engaging. However, despite high levels of exposure to the school's social media content, the effectiveness of this content in persuading students to enroll is still lacking and could be improved as some students reported a moderate to low increase in interest due to social media interactions.

Overall, social media helps build visibility and interaction, but it still needs to be developed further to have a stronger impact on convincing students to enroll.

5.2 SUGGESTION

Based on the findings of this study, several suggestions can be made for Chandra Kumala School to improve its social media marketing efforts:

1. **Content Diversification.** It is recommended that the school diversify its content to include more engaging formats, such as interactive polls, live Q&A sessions, and behind-the-scenes videos that showcase the school environment and culture. Interactive content fosters deeper engagement and can

significantly enhance the connection between the institution and prospective students (Mangold and Faulds, 2009)

2. Targeted Advertising. Implementing targeted advertising campaigns on social media platforms can help reach specific demographics more effectively. targeted ads allow institutions to tailor their messaging to resonate with the interests and behaviors of potential students, thereby increasing the likelihood of engagement and enrollment (Chaffey and Chadwick (2019)

3. Collaboration with Influencers. Partnering with local influencers or alumni who have a strong social media presence can help amplify the school's reach and credibility. influencers can share authentic experiences that resonate with their followers, making them powerful advocates for the institution (Anderson, 2020)

4. Regular Content Updates. Consistency is key in social media marketing. The school should maintain a regular posting schedule to keep its audience engaged and informed about upcoming events, achievements, and opportunities. Research by Pentina and Koh (2012) suggests that regular updates can enhance visibility and keep the audience engaged over time.

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APPENDIX

⋮

how did you first hear about chandra kumala school? *

- friends/family/relatives
- social media
- school website
- Other...

⋮

have you seen any chandra kumala school's post on social media? *

- yes
- no

⋮

Which types of Chandra Kumala School contents do you find the most engaging? (select all that apply to you) *

- photos
- videos
- stories/post about current students and event
- event announcements
- blog/informative post
- Other...

Which types of Chandra Kumala School contents do you find the least engaging? (select all that apply to you) *

- photos
- videos
- stories/posts about current students and events
- event announcements
- blog/informative posts
- Other...

How often does Chandra Kumala School contents appear on your social media home page? *

- very often
- often
- sometimes
- rarely
- never

do you follow or saved any social media accounts of chandra kumala school? (if yes, check all the account that you followed or saved)

- youtube
- instagram
- tiktok
- facebook

...

How did the social media content from chandra kumala influence your interest in applying? *

- Significantly increased my interest
- Somewhat increased my interest
- Doesn't affect my interest at all
- Somewhat decreased my interest
- Significantly decreased my interest

...

Have you ever interacted with chandra kumala school's social media content (e.g., liked, shared, commented)?

- Yes
- No (if no, dont answer the next question)

On what platform did you interact with the school's social media content (e.g., liked, shared, commented)?

- Instagram
- Facebook
- Youtube
- Tiktok

...

Have yo ever interacted with Chandra Kumala's admin on any social media platform? *

- Yes
- No (if no, dont answer the next question)

...

On what platform did you interact with the school's admin?

- Instagram
- Tiktok
- Facebook
- Youtube

...

To what extent did social media marketing influence your decision to apply? *

- Very high
- High
- Moderate
- Low
- Very low/no effect at all

...

Which social media platform had the most influence on your decision to apply? *

- Facebook
- Instagram
- Tiktok
- Youtube



Which social media platform had the least influence on your decision to apply? *

Facebook

Instagram

Tiktok

Youtube

On the scale of 1-5, engaging do you find Chandra Kumala school's content? *

1

2

3

4

5