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The Effectiveness of Online Media Advertising with Improvement Number of Students

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Abstract

Currently, the competition between State Vocational Schools and Private Vocational Schools in Indonesia in competing for students is quite heavy. One of the concerns is how the role of public relations provides socialization to the community regarding the existence of schools that can be of interest to the community. This study aims to analyze the effectiveness, and increase the number of students in Private Vocational Schools. This study uses a mix method. The subjects of this research are the promotion team and new students. Data obtained by interview and questionnaire techniques, then analyzed using data triangulation techniques and regression testing. The research results that the strategy adopted by Private Vocational Schools is online-based advertising, advertising partially is the most influential variable (34, 4%) while the variable with the least effect is Publicity (19.3%). Advertising, Personal Selling, Publicity, and Word of Mouth variables simultaneously have a significant effect on increasing the number of students by 65.6% while the remaining 34.4% is influenced by other variables.

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Keywords: Advertising, Online Media, Students, School Vocational.

Introduction

Indonesia a prospective market share for industry players (Kuswardani, 2018). Nations with a culture of democracy have tried to make young people have the necessary skills for the solution (Kamil Uygun, 2020). Education institution is a human resource production (Soenarto, 2017) and that affects the Indonesian state to face currents, globalization which has become a current trend. Information and Communication Technology could be used for different purposes (Osadebe, 2020). School is a part of the environment where the learning process takes place, in addition to that the school environment is also a place of education (Purwanti, 2020). Important things to get a good future, and one of them is vocational education. The institutional configuration of vocational education and training (Valiente, 2021). The definition of the meaning of vocational education varies widely. According to Rupert Evans (1978), vocational education is part of the education system that prepares a person to be better able to work in one occupational group or field of work than in other occupations. Vocational High School is one of the vocational schools in Indonesia which plays an important role in producing qualified graduate candidates who are ready to work, equipped with knowledge, skills and work attitudes in accordance with their fields and in accordance with the needs of the Business World and the Industrial World (Rosina, 2021). This will make HR stronger if vocational education can improve its quality. High or low employability is very much influenced by an individual's belief about their abilities. Therefore, increasing self-efficacy, in general, is the key to increase employability (Fatwa Tentama, 2021). According to the explanation of Law Number 20 of 2003 Article 15, vocational education is secondary education that prepares students especially to work in certain fields. Because the economy in need of accelerated transformation and growth (Said Benamar, 2019).

In another opinion, it is stated that in the current academic setting, which is designed to follow the 21st learning strategy (Hamimah Ujir, 2020). The characteristics of Vocational Education (Djojonegoro, 1998) are as follows: Vocational education is directed at preparing students to enter the workforce. Vocational education is based on "demand-driven" (the needs of the world of work). The focus of the content of vocational education is emphasized on mastering the knowledge, skills, attitudes and values required by the world of work. The real assessment of student success should be on "hands-on" or performance in the world of work. A close relationship with the world of work is the key to successful vocational education. Good vocational education is responsive and anticipatory to technological advances.

So for this reason, the foundation or school must have a strategy in introducing vocational schools in the community. The communication factor is important. Communication is at the center of everything the organization does and is present in all its activities (Bogdan, 2018). While the marketing mix can be used to develop both long-term strategies and short-term tactical programs (Palmer, 2004). Definition of advertising is news or messages to persuade and encourage people to be interested in the goods or services offered, advertisements are usually promoted through advertising media such as television, radio, newspapers, magazines, internet etc.

The best way is to create store brand by means of building awareness and knowledge about product mix, services, store atmosphere, location of store, and special marketing activities specially sales promotion offer etc. (Kotler P., 2002). Students born in this generation of digital era are called Digital Natives. Advertisements contain notifications to the public and are influencing readers to do what they want. Advertising is not limited to products, but also information, invitations or calls to do something. Advertising in print media is limited by space or place, while advertising in digital media is limited by duration. Meanwhile, nowadays Students born in this generation of digital era are called Digital Natives (Arvin M, 2021), the use of promotions can use online media. Social media influencers are often seen as independent third-party endorsers who can utilize their blogs, tweets and other types of social media tools to influence the attitudes of their readers and followers (Carolyn A. Lin, 2021). Today, social media have been increasing used to connect with one another, consume news content, and share information (Jiang, 2020). Social media in general, and Facebook in particular, provides users an opportunity to develop their social capital by either expanding their network (Guest, 2021). A social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The impact of social networks on young people is significant (Akram, 2017). Advertising is usually made short, concise and contains to reduce the burden of serving costs. Advertisements at least have elements,

including: Sentence Description of the ad, useful to describe or explain the advertised product or service.

Since the end of 2019, the world has been stirred by the emergence of viruses that have caused many human deaths, so it becomes a global problem (Rini Sefriani, 2021). Cases of COVID-19 first emerged in late December 2019, when a mysterious illness was reported in Wuhan, China. The cause of the disease was soon confirmed as a novel coronavirus, and the infection has since spread to many countries worldwide and has become a pandemic disease (Ahmad, 2020). Seeing this situation, it is difficult to provide information to the public if using traditional methods such as face-to-face which actually creates a crowd, and can endanger prospective students and parents of prospective homeroom teachers, so by summarizing the theory and reality in the field, promotions are carried out using online media. In general, the purpose of this study is to analyze the promotion strategy, effectiveness, and inhibiting factors of promotion using the mixed method.

RESEARCH METHODS

This research was carried out by a private vocational school in Cirebon. In terms of carrying out information, the research informants get in-depth information about the promotion strategy carried out by vocational schools in Cirebon, the informants are selected based on the research objectives, using a purposive sample, the informants who are considered appropriate are the Promotion Team (structural, functional staff), prospective new students year who have registered and re-registered.

The data collection method used a questionnaire, arranged in the form of a statement using a Likert scale. Instrument testing uses validity and reliability tests, to answer qualitative questions using interview, observation and documentation instruments.

DISCUSSION

This study shows that in carrying out promotional activities, Cirebon vocational schools carried out 4 promotions, namely, Advertising, Personal Selling, publicity and word of mouth, advertising was the most influential promotion, while publicity was an insignificant promotion. The advertisements carried out were making billboards, banners, leaflets, posters, brochures, banners and stickers which were installed in places where many people passed by, such as the side of the highway, around the school environment such as SMP and MTs. Meanwhile, personal selling is carried out using the socialization method in schools in public and private junior high schools as well as public and private MTs. Personal Selling is provided by a team of 2 to 3 people who provide information about the school. Especially at a high level. The Publicity dimension is carried out by inviting the media to schools and making events or expos to cover these activities, the promotion team utilizes online media to introduce schools and socialize school programs through Facebook or Instagram. The word of mouth dimension is carried out by involving all employees and students to socialize and introduce the school in the environment. Middle age is the age that has influenced peers to make decisions. The word of mouth dimension is carried out by involving all employees and students to socialize and introduce the school in the environment. Middle age is the age that has influenced peers to make decisions. The word of mouth dimension is carried out by involving all employees and students to socialize and introduce the school in the environment. Middle age is the age that has influenced peers to make decisions.

Analysis of the data obtained by researchers using quantitative methods, by looking at the overall effect, obtained Fcount 22,873 with a significant 0,000 and because Fcount is greater than Ftable, namely 2,565, H0 is rejected and Ha is accepted.

This shows that advertising, publicity, personal selling and word of mouth have an influence in increasing the number of students in vocational schools in Cirebon.

The magnitude of the effect together is 65.6% and other variables not examined by researchers that can contribute 34.4% (100%-65.6). Advertising dimension has the most significant effect, it can be seen that the magnitude of the tcount is 2,242 with a significant level of 0,05 according to the standard =0,05 and tcount is greater than ttable, which is 2,010, which means H0 is rejected and Ha is accepted. The magnitude is 34,3. The dimension of Personal Selling, also has quite a significant effect. It can be seen that the value of tcount is 2,74, which is greater than ttable.

which is 2.010, which means H_0 is rejected and H_a is accepted, the magnitude of the effect is 27.3%. The Publicity dimension is not significant, it can be seen that the value of t count is 1.867 with a significant level of 0.68 is far above = 0.05 and t count is smaller than t table, which is 2.010, which means H_0 is accepted and H_a is rejected. The word of mouth dimension has a significant effect, it can be seen that the magnitude of the t count value is 3.047 with a significant level of 0.04 below = 0.05, and the t count is greater than the t table, which is 2.010, which means H_0 is rejected and H_a is accepted, the magnitude of the effect is 29.1%. The word of mouth dimension has a significant effect, it can be seen that the value of t count is 3.047 with a significance level of 0.04 below = 0.05, and t count is greater than t table, which is 2.010, which means H_0 is rejected and H_a is accepted, the magnitude of the influence is 29.1%. The word of mouth dimension has a significant effect, it can be seen that the magnitude of the t count value is 3.047 with a significant level of 0.04 below = 0.05, and the t count is greater than the t table, namely 2.010, which means H_0 is rejected and H_a is accepted, the magnitude of the effect is 29.1%. The word of mouth dimension has a significant effect, it can be seen that the value of t count is 3.047 with a significance level of 0.04 below = 0.05, and t count is greater than t table, which is 2.010, which means H_0 is rejected and H_a is accepted, the magnitude of the influence is 29.1%. The word of mouth dimension has a significant effect, it can be seen that the magnitude of the t count value is 3.047 with a significant level of 0.04 below = 0.05, and the t count is greater than the t table, which is 2.010, which means H_0 is rejected and H_a is accepted, the magnitude of the effect is 29.1%. The word of mouth dimension has a significant effect, it can be seen that the value of t count is 3.047 with a significance level of 0.04 below = 0.05, and t count is greater than t table, which is 2.010, which means H_0 is rejected and H_a is accepted, the magnitude of the influence is 29.1%. The word of mouth dimension has a significant effect, it can be seen that the value of t count is 3.047 with a significance level of 0.04 below = 0.05, and t count is greater than t table, which is 2.010, which means H_0 is rejected and H_a is accepted, the magnitude of the influence is 29.1%. The word of mouth dimension has a significant effect, it can be seen that the value of t count is 3.047 with a significance level of 0.04 below = 0.05, and t count is greater than t table, which is 2.010, which means H_0 is rejected and H_a is accepted, the magnitude of the influence is 29.1%. The inhibiting factor for promotional activities is that the activity funds provided are still less than optimal, because advertising promotion activities, personal selling, publicity, and word of mouth require extra costs and energy to get maximum results. Human resources in the field of communication in the field of public relations are not yet available, resulting in marketing communication planning experiencing problems and as a result, the target assigned to the team has not been achieved optimally.

CONCLUSION

In promoting schools, the strategies used are advertising, personal selling, publicity and word of mouth. The advertising dimension is the strategy that has the most influence on the acceptance of students in Cirebon. While that does not have a significant effect is publicity. Overall, the promotion variable has a significant effect on increasing the number of students at Vocational Schools in Cirebon. Constraints found in the field are the lack of funds for promotional activities, so that promotional activities are considered not to get maximum results, and public relations are needed to help school promotion activities because they are considered to have the ability and competence in carrying out promotions to introduce schools in the surrounding environment.

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