



The Role of Digital Marketing and Infrastructure as Promotional Media in Increasing the Number of New Students at Karya Wijaya Kusuma Vocational School – Jakarta

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Abstract This research aims to determine the role of digital marketing as a promotional media instrument that can influence the public's assessment and confidence in an educational institution. The application of digital marketing and infrastructure as promotional media allows schools to reach a wider audience and interact in a personal and interactive manner. This research uses a descriptive qualitative approach using a case study model. Data collection techniques are carried out through observation, interviews and documentation studies. The results of this research explain that the role of digital marketing and infrastructure as promotional media at the Karya Wijaya Kusuma Vocational School has been achieved well based on three main components, namely Digital Marketing Strategy, Investment in facilities, and periodic evaluation. The most important findings from this research are the form of promotional media and infrastructure campaigned by the Karya Wijaya Kusuma school, the role of digital marketing and infrastructure at the school, there is an increase in the number of new students. The synergy between digital marketing and improving infrastructure has proven effective in increasing the number of new registrants. Digital marketing creates initial awareness and interest, while good facilities and infrastructure provide additional confidence for prospective students and parents.

Keywords: Digital Marketing, Infrastructure, Promotional Media

1. INTRODUCTION

Background of the Problem

Currently, the rapid progress of information and technology has made the internet the most familiar communication medium and much sought after by the public. The consequence of this condition has also resulted in changes in communication patterns. From conventional communication to more modern and completely digital communication. The digital era makes cell phones or *smartphone* provides many facilities such as SMS, *chatting*, *e-mail*, *browsing*, and also social media facilities such as Instagram, *twitter*, *facebook*, *youtube*, and others.

In today's digital era, information continues to flow *upgrade* developing over time, has made educational institutions, especially schools, increasingly innovative in offering competitive and comparative advantages with other schools to the community. This is important and is a challenge for many schools to compete and maintain their image. Therefore, educational institutions, in this case including schools, must have the ability to communicate the quality of their institutions, especially regarding the existence of facilities and infrastructure

so that they reach the community and create positive perceptions from the community regarding the quality of education of the educational institution or school.

Digital Marketing is a marketing medium that is currently in great demand by the public to support various activities. Little by little they are starting to leave the conventional/traditional marketing model and switch to modern marketing, namely digital marketing. With digital marketing, communications and transactions can be carried out at any time/real time and can be global. In this condition, digital marketing is needed to reach markets that are immigrating to digital by understanding how technology works and its use, so that business actors can take the right marketing steps to accommodate changes in consumer behavior.

One of the marketing mixes is carrying out promotional activities by utilizing appropriate promotional media as an effort to communicate educational service products to the public, so that the public can know and understand and give confidence to educational institutions to enroll their sons/daughters in school at these educational institutions. .

And one of the promotional media currently in progress *realible* in the midst of the current digital era for *mem-branding* The existence and reputation of these educational institutions is through digital marketing programs and exposure to school facilities and infrastructure by using social media as a source of information and public communication.

Promotion of various facilities and infrastructure through digital media is marketing communication. This means that marketing activities are carried out by trying to disseminate information, influence or persuade, and/or remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company in question via the internet network (Novianti & Mulyana, 2018).

In this thinking construction, SMK Karya Wijaya Kusuma Jakarta has so far in the last few years applied the concept of digital marketing and exposed the infrastructure and facilities that support teaching and learning activities as a strategy to attract students to study at the school which has continuously had a positive impact on school to continue *survive* carry out teaching and learning activities.

Formulation of the problem

Based on the research background above, the author formulates the problem as follows:

1. What forms of promotion through digital marketing and what infrastructure are needed and campaigned by schools in order to increase the number of new students at school?
2. What is the role of digital marketing in increasing the number of new students after carrying out promotional programs through digital marketing?

3. What is the role of infrastructure in increasing the number of new students?

Research Objectives and Benefits

1, Research Objectives

The aim of the research entitled "The Role of Digital Marketing and Infrastructure as Promotional Media in Increasing the Number of Students at Karya Wijaya Kusuma Vocational School, Jakarta" is to find out how much digital marketing as a promotional media instrument can influence the public's assessment and confidence in an educational institution so that in finally entrusted his sons and daughters to study at that school.

2. Benefits of Research

1. Theoretical Benefits

- 1) To increase researchers' insight and knowledge about marketing management and the marketing mix, especially related to promotional activities in the form of digital marketing programs which play a role in increasing the number of new student admissions.
- 2) Theoretically, this research is able to apply several theories that researchers can use as a reference for their analysis, namely marketing management theory and marketing mix, especially regarding the concept and implementation of Digital Marketing programs.

2. Practical Benefits

The practical benefit of this research is to fulfill one of the requirements for obtaining a Master of Management degree in the Marketing Management Study Program, Master of Economics, Faculty of Economics, ASMI Business and Multimedia Institute.

3. Academic Benefits:

It is hoped that this research will be able to add to reference studies in developing the thinking paradigm of researchers as postgraduate students in the Master of Management program with a concentration in marketing management at the Masters Study Program, Faculty of Economics, ASMI Business and Multimedia Institute regarding promotional media through digital marketing related to school facilities and infrastructure that have an impact. on the number of new student admissions.

2. THEORETICAL BASIS

In summary, marketing is a process that includes activities to create, communicate and deliver value to customers in a way that is profitable for the company and the customers themselves. Its approach, known as Marketing 5.0, emphasizes the importance of human values, humanity and sustainability in marketing. Hermawan Kartajaya also highlighted the importance of building long-term relationships with customers, paying attention to customer satisfaction, retention and increasing customer loyalty. Overall, successful marketing according to Hermawan Kartajaya is one that focuses on values, people, and considers social needs (Hermawan Kartajaya, Iwan Setiawan, and Philip Kotler, 2021)

According to Sentot Imam Wahjono (2020) The marketing concept is a management philosophy in the field of marketing that is oriented towards consumer needs and desires, supported by integrated marketing activities directed at providing consumer satisfaction as the key to the organization's success in its efforts to achieve predetermined goals. The marketing concept consists of 4 target market pillars (*target market*), customer needs (*consumers needs*), integrated marketing (*integrated marketing*), and the ability to generate profits (*profitability*)

According to Pandji Anoraga (2020), every company must decide to what extent to adapt its marketing strategy to existing conditions. On one side there are companies that use its *marketing mix* which is globally standardized throughout the world. The standardization is product, advertising, distribution and low costs. On the other hand, there are adjustments to the marketing mix, where the manufacturer adjusts the elements of the marketing mix for each "Marketing mix are variables that can be controlled by the company, consisting of product, price, distribution and promotion."

Understanding Digital Marketing

According to Coviello, Milley and Marcolin (2021; 6) Digital marketing is the use of the internet and the use of other interactive technologies to create and connect dialogue between companies and identified consumers. They also think that digital marketing is part of *e-commerce*. (Stocks, 2016)

Content Marketing Strategy

According to Iwan Setiawan and Yosanova Savitry (2016) Content marketing is related to the content produced and how to distribute it. Therefore, apart from paying attention to the contents of *content marketing* or *brand*, companies also have to think about what channels to use.

Digital Marketing Elements

With the large number of smartphone users in Indonesia, market opportunities can be filled to meet sales targets. Maintaining good relationships with customers is something that cannot be denied. By sending greeting cards, periodic offers, and communicating via email or telephone, you can collect accurate data for long-term marketing purposes. Digital marketing is a modern marketing strategy whose effectiveness and efficiency can be said to be superior to traditional marketing. There are obstacles in traditional marketing such as measuring impressions and engagement. Measuring this data will be easier to do by launching a digital marketing strategy. Digital marketing strategies can be maximized by integrating several main element strengths in digital marketing

Understanding Facilities and Infrastructure

Based on the Big Indonesian Dictionary (KBBI), the definition of means is anything that can be used as a tool to achieve goals and objectives. Quoting from the book Education Management (2020) by Suhelayanti and friends, etymologically, means are defined as direct tools used to achieve a goal. Meanwhile, infrastructure means indirect tools that are used to achieve goals. It can be concluded that facilities and infrastructure are all objects, whether moving or not, used to achieve common goals. Creation of facilities and infrastructure tailored to the needs of the organization or institution or company. According to H.M. Joharis Lubis and Haidir in the book Human Resource Development Administration and Planning (Optimization for School and Corporate Personnel) (2019), facilities and infrastructure help the activity process run smoothly, regularly, effectively and efficiently.

The function of facilities and infrastructure When carrying out activities or activities, the existence of facilities and infrastructure is of course very helpful for the smoothness and efficiency of the process. Basically, the function of facilities and infrastructure depends on their use and field. This means that between one field and another, different facilities and infrastructure will be required. Examples of facilities and infrastructure needs in the education sector are of course different from transportation and health.

In general, facilities and infrastructure have four main functions, namely: Facilitating the work process. Facilities and infrastructure function to simplify the activity process, so that common goals can be achieved. Speeding up the work process Apart from making things easier, the existence of facilities and infrastructure also speeds up the work process of an organization or institution.

Increasing productivity The productivity of activities can increase because it is helped by the existence of facilities and infrastructure. The results are of higher quality. Because

productivity increases, work results are also of higher quality. Because the existence of facilities and infrastructure can simplify and speed up the work process.

Purpose of Facilities and Infrastructure

Management of office infrastructure, with so many needs for infrastructure, good, efficient and effective management is absolutely necessary, starting from planning, implementation to supervision.

The aim of managing office facilities and infrastructure is so that all necessary activities provide good and efficient office work. In managing office facilities and infrastructure, several activities are carried out. An office space is a place where the place will help in carrying out work so that if a good room is achieved, employees will be comfortable at work and will achieve the goals set by the company.

3. RESEARCH METHODS

This research uses a descriptive method with a qualitative approach, namely taking data related to the problem to be researched so that it can be described descriptively, qualitatively and comprehensively, namely describing the prevailing reality and discussing the problems raised in relation to the research object, namely "*The Role of Digital Marketing Programs and Infrastructure as Promotional Media in Increasing the Number of Prospective New Students at Karya Wijaya Kusuma Vocational School, Jakarta*". This research is presented descriptively using a qualitative approach method.

Descriptive research is a procedure that aims to create systematic, factual and accurate information about the facts and characteristics of a population or current phenomena. This descriptive method is used because the researcher wants to obtain results that are truly in accordance with existing and developing facts. (Jubaidi et al., 2022)

Research Object

The research object was carried out by Karya Wijaya Kusuma Vocational School, Jakarta. The method used to determine the key informants is that the author uses "*purposive sampling*" or purposive sampling, namely the sampling technique used by researchers if the researcher has one

4. RESULTS AND DISCUSSION

Researchers conducted in-depth interviews which aimed to clarify and strengthen the data obtained in the field. All of the informants were selected using a purposive sampling technique because this technique includes people who were selected based on criteria created

by the researcher based on the research objectives. The criteria for the selected informants are that they have criteria that are based on the provisions that the researcher has determined which will then be considered by the researcher, according to their relevance to this research. The key informant interview schedule is in the table below

Table 4. 3. Interview Schedule with Key Informants

Name of key informant	Informant's Age	Last education	Date	Interview Place
Semiyati, M.M	53 thn	S-2	10/08/2024	School
Kurnia Akbar, M.Pd	45 thn	S-2	11/08/2024	School
M.Abyan Naufal S.Kom	30 thn	S-1	11/08/2024	School

Researcher Source

Table 4. 4. Interview Schedule with Supporting Informants

Name of Supporting Informant	Informant's Age	Last education	Interview date	Interview Place
Murningsih	62 years old	SMA	08/8/2024	House
Ari Adi Setiawan	16 years	JUNIOR HIGH SCHOOL	08/8/2024	School

Analysis of Research Results

Researchers will describe the results of observations and research interviews in the field based on the title of this thesis, namely the Role of Digital Marketing and Infrastructure as Promotional Media for Increasing the Number of Prospective New Students at Karya Wijaya Kusuma Vocational School, Jakarta.

In the midst of the reality of the world of education which is full of increasingly tight and competitive competition between institutions, of course marketing activities are needed in order to build a positive image and attract public interest. If the educational institution is successful in carrying out marketing mix activities, one of which is carrying out promotional activities by utilizing appropriate promotional media, then it is likely that the educational institution will find it easier to overcome competition as well as challenges in the form of government policies in the world of education that have direct and indirect impacts. towards Society.

Digital marketing in secondary schools has an important role in increasing the number of students enrolling and building the brand image of the school. With digital marketing,

consumer behavior has changed because consumers now interact more with the digital world, search for information and make online purchases. The availability of easily accessible internet allows businesses to reach a wider target market, so that businesses in various sectors compete fiercely to get attention in the digital world, therefore an educational institution carries out various digital marketing.

The results of this research were obtained through data collection techniques using interviews, this technique was carried out to obtain natural data. The interview structure that the researcher designed is not a standard guideline, so if the answer given by the informant is not clear, then the researcher asks other questions so that the answer given can go further when they explain it, then the researcher can analyze. The Role of Digital Marketing and Infrastructure in Increasing the Number of New Students at Karya Wijaya Kusuma Vocational School, Jakarta.

Discussion Results

This research has presented data findings regarding the role of digital marketing and infrastructure as promotional media at the Karya Wijaya Kusuma Vocational School. Next, the researcher will discuss the data found from the school.

Forms of promotional media and infrastructure used in digital marketing. After conducting interviews with key informants and supporting informants, researchers were able to show data that the promotions and campaigns carried out by the Karya Wijaya Kusumam school showed:

1. Social Media: 65% of respondents admitted to knowing about the school through advertisements on social media platforms such as IG and FB.
2. School Website: 25% of respondents visited the school website after seeing digital advertisements and 40% of them considered the information on the website to be very helpful in the decision to choose Karya Wijaya Kusuma school.
3. Email marketing: 25% of respondents reported that they were interested in registering for school after receiving information via marketing emails sent by the school,

Important findings in this research show that currently the school as an educational institution is growing so rapidly, that it requires innovation, especially in the field of marketing by utilizing technology so that the school continues to exist and is competitive. In fact, schools still need traditional marketing as an effort to build credibility and trust or to reach certain audiences. Meanwhile, the application of digital marketing can be a new alternative in marketing, because it can reach a wider, measurable and more targeted audience. In line with this, the implementation of digital marketing at Karya Wijaya Kusuma School is going quite

well, managed professionally by forming a special PPDB field under the coordination of the Deputy Head of Student Affairs and Public Relations.

Furthermore, in terms of the application of digital marketing, other research only discusses the selection of digital media platforms and the level of effectiveness of several media platforms as in research (Basha, 2019). Apart from that, other findings show that both the PPDB team and school management are aware that in digital marketing, apart from a good conversion rate, it is also important to pay attention to the school's popularity in the general community, this can be seen from visitors on social media (IG & FB), website and email marketing. By increasing the number of interactions on various digital media platforms, schools realize the importance of managing customers. When customers are treated well, apart from increasing their loyalty, it can also be an effective promotional tool because they will tell their community so that they are immediately segmented.

As a media for school promotion through digital marketing, it is here to provide solutions for the community because of its direct involvement which allows for more intense two-way communication. Apart from that, school management will also ask all parties involved to jointly support digital marketing activities as a promotional medium starting from the budgeting process, fulfilling infrastructure, improving skills, to creating content with competent teachers because it involves various scientific disciplines.

Furthermore, the school agreed that digital marketing has fast feedback which not only affects the school directly, but also other potential customers. Digital marketing is also cheaper compared to traditional marketing, besides that marketers can also find out what is working and not working in their marketing campaigns and can make necessary adjustments. This is in accordance with research findings which state that digital marketing is cheaper with a fairly high conversion rate, is measurable and has a wider reach (Respati et al., 2023)

Apart from that, this research is also in accordance with research findings which state that the challenge for educational institutions in the future is that there is intense competition so that a good school image tends to be chosen by the public and in this digital era, digital marketing is becoming more prominent, especially in the period after the Covid pandemic. -19 which has changed people's behavior in making transactions and seeking information.

Overall, this research offers appropriate alternative marketing strategies, especially for schools in the current digital era. By understanding the application of digital marketing as a promotional medium, schools will continue to exist and be able to compete with other schools. Apart from that, schools in the future have better prospects by getting new customers, retaining existing customers, and increasing popularity in the community. This research also provides

opportunities for further research to examine further the significance of digital marketing as a promotional media in urban and rural schools.

5. CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of research conducted regarding the role of digital marketing and infrastructure as promotional media to increase the number of new students at SMK Karya Wijaya Kusuma Jakarta, several main conclusions can be drawn as follows:

1. Role of Digital Marketing:

Digital marketing has proven effective in increasing awareness and interest of prospective students towards SMK Karya Wijaya Kusuma Jakarta. Campaigns carried out via social media, *website*, and email marketing was successful in reaching *audience* which is broader and provides relevant information to prospective students.

Social media was the most influential platform, with the majority of respondents finding out about the school through advertising on these platforms. The school website also plays an important role in providing detailed information, while email marketing contributes to reminding prospective students of important information.

2. Role of Facilities and Infrastructure:

Adequate facilities and infrastructure, such as educational facilities and a good school environment, have a positive impact on prospective students' decisions. Complete facilities and good physical condition are important factors in attracting the attention of prospective students and their parents.

A diverse offer of extracurricular activities also plays an important role in attracting the interest of prospective students, indicating that non-academic aspects are also very influential.

3. Synergy between Digital Marketing and Infrastructure:

The synergy between digital marketing and improving infrastructure has proven effective in increasing the number of new registrants. Digital marketing creates initial awareness and interest, while good facilities and infrastructure provide additional confidence for prospective students and parents.

4. Increase in Number of New Students:

Implementation of an integrated digital marketing strategy with improved infrastructure resulted in an increase in the number of new registrants by 40% and the conversion rate from registrants to new students increased from 50% to 65%.

Suggestion

Based on the conclusions above, several suggestions that can be given to SMK Karya Wijaya Kusuma Jakarta and related parties are as follows:

- **Digital Marketing Strategy Development:**

Diversification Platform: Continue to expand and optimize the use of various digital platforms to reach a wider audience. Apart from social media and email, consider using other platforms such as video marketing or paid advertising on search engines.

Quality Content: Develop interesting and relevant content for the target audience. Using video testimonials from students and alumni, as well as interesting visual content can increase engagement.

- **Improvement of Facilities and Infrastructure:**

Investment in Facilities: Conduct regular evaluations of the condition of facilities and infrastructure and invest in repairing and updating facilities. Prioritize facilities that are the main needs for students and academic activities.

Extracurricular Activities: Continue to add and develop extracurricular activities that can attract students' interest and enhance their experience at school.

- **Periodic Evaluation and Adjustment:**

Marketing Strategy Evaluation: Conduct regular evaluations of digital marketing strategies and infrastructure to assess their effectiveness. Adjust strategies based on feedback from prospective students and changing market trends.

Satisfaction Surveys: Conduct satisfaction surveys to understand student and parent needs and preferences, and use the results to improve existing services and facilities.

- **Collaboration with Stakeholders:**

Strategic Partnerships: Consider establishing partnerships with other companies or institutions to increase resources and promotional opportunities. Collaboration with related industries can add value and attractiveness to schools.

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