

# Social Networking in Improving School Promotion Based on SWOT Analysis

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## Abstract

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marketing.

After COVID-19, all educational institutions began to innovate in promoting schools, especially in accepting new students. Perwari Kendal Vocational School is starting to optimize networking media as a marketing tool for accepting new students. This research aims to evaluate Perwari Kendal Vocational School's strategy to optimize networking media as a means of marketing new student admissions. This research is a qualitative descriptive study with data triangulation by conducting interviews with the principal, deputy principal for student affairs, head of new student admissions, and students from the Catering and Beauty Services department. Using SWOT analysis as validation for optimizing the use of networking for marketing. The research results show that Perwari Kendal Vocational School has optimized the use of networking media as a marketing medium for accepting new students. This is strengthened by the collaboration between teachers and students in creating TikTok content and introducing various activities in the Catering and Beauty Services department. This marketing also makes it easier for the public to find information related to Perwari Kendal Vocational School. This research hopes that Perwari Kendal Vocational School will be more consistent in using networking media as a marketing tool in the Kendal Regency community.

### Kata kunci:

*Evaluasi, Promosi  
Pendidikan,  
Jaringan Media,  
Pemasaran pendaftaran  
mahasiswa baru.*

### Abstrak

*Pasca Covid-19 seluruh Lembaga Pendidikan mulai berinovasi dalam mempromosikan sekolah khususnya dalam pelaksanaan penerimaan peserta didik baru. SMK Perwari Kendal mulai mengoptimalkan media networking sebagai sarana pemasaran untuk penerimaan peserta didik baru. Penelitian ini bertujuan untuk mengevaluasi strategi SMK Perwari Kendal mengoptimalkan media networking sebagai sarana pemasaran penerimaan peserta didik baru. Penelitian ini merupakan penelitian deskripsi kualitatif dengan triangulasi data dengan melakukan wawancara dengan kepala sekolah, wakil kepala sekolah bidang kesiswaan, ketua penerimaan peserta didik baru, dan siswa yang berasal dari jurusan Jasa Boga dan Tata Kecantikan. Menggunakan analisis SWOT sebagai validasi optimalisasi penggunaan networking untuk pemasaran. Hasil penelitian menunjukkan SMK Perwari Kendal telah mengoptimalkan penggunaan media networking sebagai media pemasaran penerimaan peserta didik baru. Hal ini diperkuat dengan adanya Kerjasama guru dan siswa dalam membuat konten TikTok mengenalkan ragam kegiatan di jurusan Jasa Boga dan Tata Kecantikan. Pemasaran ini juga memudahkan Masyarakat untuk mencari informasi berkaitan dengan SMK Perwari Kendal. Harapan dari penelitian ini agar SMK Perwari Kendal semakin konsisten dalam penggunaan media networking sebagai sarana pemasaran di Masyarakat Kabupaten Kendal.*

## **INTRODUCTION**

Indonesian education is now growing rapidly every year. This can be seen from the offerings of educational services to support student learning activities at school. Both private and public schools are now competing to show their best quality in the learning system at school. In addition to showing the quality of education, schools also need to have a strategy to maintain the sustainability of the school. Promotion management is the analysis, implementation, and supervision of programs to achieve organizational goals (Angraini & Harwani, 2020; Imaningsih & Rohman, 2018; Nuryani et al., 2022). This management is important for school institutions as a benchmark in introducing their institutions to the wider community (Adhikari & Shrestha, 2022).

Social Networking is a media that uses the internet network in its distribution. Networking has become an important platform for all institutions to advertise their products and for the public to express their opinions (Chen et al., 2014; Li et al., 2020). Networking is also a web-based service that allows its users to create a public or semi-public profile on a social network; with this site users can also talk, and connect with each other with anyone, and users can visit the homepage created by other users (Bashari & Fazl-Ersi, 2020). Network Marketing is a method of marketing a product or marketing network that is carried out directly to individuals or individuals, in other words direct sales to consumers (Achrol & Kotler, 1999; Hill et al., 2006; Kurniawati, 2023). In educational management, network marketing has a big role in introducing the advantages of each educational institution. Media Networking has various types depending on the function of its use. However, in general, it is necessary to pay attention to the quality of the photos, editing of an offer poster, and the quality of the video and audio to the target to be targeted. For school promotion, networking media places more emphasis on promoting learning activities at the school, the facilities available, learning support activities, graduate profiles, and information on accepting new students and the need for teaching staff or education personnel.

Social media has become the most dominant part in spreading the latest news about life in society (Shu et al., 2017; Yasin et al., 2022). The need for social media as an information medium is not only for certain product business activities now. Educational institutions have also begun to intensively utilize social media as a part of school promotion activities. With the existence of social media, the public is increasingly familiar with a school institution that could be a reference for further studies at a higher level (Aldahdouh et al., 2020; Sengupta & Vaish, 2023; Treem & Leonardi, 2013). SWOT is an acronym for the Internal Strengths and Weaknesses environment and the external Opportunities and Threats environment faced by the business world. SWOT analysis is a process by which the management team identifies internal and external factors that will affect the performance of the organization/company in the future (Jebrailey et al., 2020). This analysis is carried out to see the internal and external factors in an event.

The internal environment consists of strength factors for an institution or company which is important because this strength is a plus or advantage. For an organization, strength is a fundamental thing or an initial step to advance an organization (Fahim et al., 2021). By analyzing strengths, researchers can maintain or improve what is being studied. Internal factors will have a better impact on an organization, namely: resources owned by the organization/company, internal financial and financial resources of the organization, the existence of advantages or disadvantages of the organization, and the experience of success or failure of previous companies. Meanwhile, the external environment is an opportunity that is outside the organization. This opportunity can

be used as a weapon to advance the organization by considering the strengths and weaknesses (Sahani, 2021; Schroeder et al., 2013). Several external factors influence SWOT analysis: special political, ideological trends and cultures, economics, government regulations, sources of capital, technology, environment, and current developments. Threats disrupt and become obstacles for an organization. If a threat comes, we must prepare a protector, otherwise it will damage the organization. There are 3 levels of threat, namely: major threat, moderato threat, and non-major threat

This study was conducted to identify SMK Perwari's strategy for utilizing social media as a promotional medium. Based on the SWOT analysis, four things will be identified: the school institution's advantages, the shortcomings that need to be improved, the opportunities that are owned, and the threats faced. In addition, this study aims to determine the steps of change that SMK Perwari Kendal needs to take to increase promotion through social media.

## **RESEARCH METHODS**

This research is an evaluation research, where this research is used to measure the success of a program that is being implemented. Then this research also uses a descriptive method with a qualitative approach, where this research is used to research the natural conditions of objects, and researchers as key instruments, with data collection carried out through data triangulation and inductive data analysis and tends to interpret or understand uniqueness, construct phenomena, and find hypotheses (Lerche, 2012; Prof. Dr. Sugiyono, 2010) Using SWOT analysis, in this case, the implementation of a new student admission promotion at SMK Perwari Kendal. The things that will be measured later are the advantages and disadvantages of SMK Perwari Kendal and the opportunities and threats in implementing new student admission promotions.

Aspects that will be observed include facilities owned by the school, learning activities that support student learning, offers for prospective applicants, and the community can receive information on the acceptance of new students through social media. This study uses primary data; primary data is data obtained directly through informants (Grbich, 2013). Those selected using purposive sampling through the interview method (Gerring, 2017). The time used from the beginning of observation to the completion of data collection for this study was 4 months.

Data collection techniques using data triangulation through observation, documentation, and interviews. Data validity using credibility, transferability, dependability and confirmability tests. (Creswell & Creswell, 2013). Meanwhile, data analysis is carried out by reducing the data obtained through observation, interviews, and document studies obtained in relation to the implementation of the promotion of SMK Perwari Kendal schools (Miles et al., 2013).

## **RESULTS AND DISCUSSION**

### **Results**

This research was conducted at SMK Perwari Kendal, which is one of the private vocational schools in Kendal that has 2 areas of expertise, namely Culinary Arts and Hair and Skin Beauty. Since the implementation of New Student Admissions 2020/2021, it has begun to utilize social media as one of the school's promotional media to attract public interest. In this study, the implementation of this promotional program will be evaluated using SWOT Analysis. SMK Perwari Kendal is one of the educational institutions under the Trisula Perwari Foundation of Kendal Regency which was established in 2009. This school provides 2 areas of expertise, namely

Culinary Arts and Hair and Skin Beauty. By having 2 areas of expertise that are rarely owned by private vocational education institutions in Kendal Regency, this school is quite well-known because its graduates are ready to work. This is also supported by learning activity facilities that do not only focus on theory, but also practical learning as evidenced by the availability of laboratories for the departments owned and company cooperation in the culinary and beauty fields. For teaching staff, SMK Perwari Kendal has met the requirements in accordance with the fields of expertise and education and provides full support in improving the quality of teachers through the In-Service Teacher Professional Program activities.

SMK Perwari Kendal produces quality graduates who are not only ready to work but also have special skills in Kendal, where SMK Perwari is the only vocational school that has competence in the field of skin beauty expertise in Kendal Regency, Central Java. In addition, in its role, SMK Perwari Kendal graduates are independent entrepreneurs or work in the food industry or catering, bakery, salon, bridal, makeup studio, clinic, hotel and even become beauty consultants. For the implementation of new student admission promotions, SMK Perwari Kendal always carries out these activities, which begin in the middle of semester 1 of each academic year. Then a New Student Admissions committee was formed consisting of a chairman, vice chairman, secretary, treasurer, public relations section, publication section, and secretariat section. In addition to compiling registration requirements based on government regulations, this committee also moves to create strategies in implementing new student admission promotions. This strategy will be illustrated from the aspects of strength, weaknesses, opportunities and threats faced during the implementation of new student admissions promotion.

This is as revealed by the new student admissions team regarding the use of social media as follows. "We at SMK Perwari Kendal realize the importance of social media in disseminating information. We use platforms such as YouTube, Instagram, and TikTok because these are the media most frequently used by the public and prospective students today"

The strength aspect obtained is the use of promotion with social media is more flexible because the costs used are not much. Then, because it has 2 rare majors (culinary arts and hair and skin beauty), the competition faced is minimal. The school fees offered are also more affordable, where every month each student pays Rp 900,000, - and there are reliefs for underprivileged families to outstanding students. At the registration stage, you also get a discount of up to 50% for first registrants.

The strength aspect conveyed was obtained from the results of interviews with the new student admissions team: *"Our main strength is the flexibility in using social media for promotion. The cost of promotion through social media is relatively low compared to conventional media, but it has a wide and effective reach."*

The school's response regarding education costs is as follows.

"The school fees at SMK Perwari Kendal are quite affordable, which is Rp900,000 per month. We also provide fee relief for underprivileged families and high-achieving students. In addition, at the registration stage, we offer a discount of up to 50% for first-time registrants, which is certainly an attraction in itself".

Then the aspect of weakness faced is the need for more sophisticated devices in conducting publications of new student admission promotions. Schools are also less consistent in implementing new student admission promotions. Then the information on new student

admissions at SMK Perwari Kendal is also less detailed. This was revealed in the following interview.

“The weakness we face is the need for more sophisticated devices to publish new student admission promotions. The devices we currently have are less supportive in producing high-quality content that can attract more prospective students, in addition to the challenge of consistency in implementing new student admission promotions. Sometimes, we are less consistent in creating and uploading promotional content, so that information does not always reach prospective students on time”.

In terms of opportunities, SMK Perwari Kendal has been widely known by the public, although it was initially known to have a high school in 1980. Then, the Foundation developed this school into a vocational school, becoming the only private school in Kendal Regency that has a beauty major, so the content provided varies according to the major it has. However, SMK Perwari Kendal also faces its own threats. Based on interviews with the public relations department, competition for creating similar content, especially for the Culinary and Beauty majors, viewers are still few, which is rooted in the lack of consistency in creating content.

## **DISCUSSION**

Kotler explains that marketing is the process of introducing a product to a group or individual to obtain or fulfil their needs (Azkiyah et al., 2020). This is carried out at SMK Perwari using social media networks. This marketing model is a development of conventional marketing management that is carried out from time to time (Kango et al., 2021) The new student admissions team uses social media networks such as Facebook, Instagram, TikTok, and others. These social media are expected to reach a wider area than conventional media such as billboards and brochures.

Although it has advantages in terms of In terms of input evaluation, all elements involved in the 2022/2023 SMK Perwari Kendal New Student Admissions (PPDB) activities (principal, head of PPDB, educators and education personnel) have developed a strategy in using networking. The team has drafted content that the school will upload to introduce SMK Perwari Kendal. They also involve students to attract prospective new students to register at the school. Judging from the criteria set, from a comprehensive aspect, it can be seen that SMK Perwari Kendal knows the advantages it has, namely 2 majors that are rarely found in private vocational education institutions in Kendal Regency, where this institution is very focused on promoting these majors. The criteria for implementing technology have not been seen because this evaluation contains the basis for implementing school promotion. Meanwhile, in terms of consistency criteria, it is clear that this institution pays close attention to the 2 majors it has.

The following is a SWOT matrix that describes external conditions, which are opportunities and threats, adjusted to internal conditions, which measure strengths and weaknesses. (Palazzo et al., 2024; Puyt et al., 2023):

Table 1 SWOT Matrix

<b>IFAS</b>	<b>STRENGTH (S)</b>	<b>WEAKNESS (W)</b>
<b>EFAS</b>	1. More flexible promotion 2. Has 2 majors (Beauty and Culinary Arts) 3. More affordable school fees	1. Need sophisticated devices 2. Lack of consistency in creating marketing content 3. Information provided for registration is limited
<b>OPPORTUNITIE S (O)</b>	<b>SO</b>	<b>WO</b>
1. Better known to the wider community 2. Being the only private school in Kendal Regency that has a major in Beauty Administration 3. The content provided varies according to the major	1. Can introduce learning activities in each department, both theoretical and practical learning 2. Maximize social media to promote the Culinary and Beauty Department 3. The target market varies from lower middle class to upper middle class	1. Create a list of content to be recorded and a schedule for uploading it 2. Teachers and students can collaborate with each other to create content and edit it with simple applications (examples: CapCut, Canva, etc.) 3. Use of short but understandable and interesting captions for the public
<b>THREATS (T)</b>	<b>ST</b>	<b>WT</b>
1. Competition in creating similar content, especially in the Culinary Department 2. Viewers are still few	1. Providing content that is rarely highlighted by other schools, one of which is the content of small food production 2. Providing video testimonials from both students and alumni to share their experiences while studying at SMK Perwari Kendal	1. Learn video or image editing techniques through social media such as YouTube or TikTok 2. Create captions that attract readers supported by clear images, audio, and video.

Based on Table 1, flexibility in promotion is a significant strength for SMK Perwari Kendal. With the ability to adjust promotional strategies according to market developments and trends, schools can expand their reach and increase their visibility. This allows schools to target various market segments with appropriate approaches, such as using social media, community events, or special marketing campaigns. This flexibility also allows for rapid adaptation to environmental changes, providing a competitive advantage in retaining and attracting prospective students. The existence of two different majors signifies diversification in educational offerings, which can attract

students with diverse interests and talents. This provides an opportunity for students to explore fields that suit their interests and aspirations. In addition, having more than one major allows the school to expand its student base and build an image as a comprehensive educational institution. Sustainable growth in the number of students in both majors can generate stable income for the school and provide a strong foundation for future development. Affordable tuition fees are an important factor in expanding the accessibility of education. By offering lower tuition fees, SMK Perwari Kendal can attract interest from families with financial constraints. This can create a more inclusive and diverse environment in schools, and increase participation of students from different socio-economic backgrounds. In addition, affordable fees can be a significant differentiating factor in an increasingly competitive education market, helping schools retain and attract prospective students amidst fierce competition.

Reliance on sophisticated devices can be a challenge for SMK Perwari Kendal, especially if there are no adequate resources. The need for sophisticated software and hardware in education is common, especially in majors such as Beauty and Culinary Arts that may require specialized equipment. Lack of access to the necessary devices can hinder a school's ability to provide an optimal learning experience to students. Therefore, schools need to find alternative solutions such as collaborating with third parties or optimizing existing resources to meet technology needs. Consistency in marketing content is key to maintaining the interest and engagement of prospective students and parents. When marketing content is inconsistent, it can lead to a negative impression of the school's image and can reduce trust from prospective students and parents. Therefore, it is important for SMK Perwari Kendal to develop a planned and consistent marketing strategy, and ensure that the messages conveyed are in line with the school's identity and values. Limited information about the application process can be a significant barrier to prospective students being interested (Jumiati & Kartiko, 2022; Setyorini & Khuriyah, 2023; Sintasari & Lailiyah, 2024). Clear and comprehensive information about the application process, requirements, and deadlines is essential to facilitate this process. Limited information can result in the loss of potential prospective students because they may switch to other schools that provide more complete and easily accessible information. Therefore, SMK Perwari Kendal needs to improve communication and transparency in providing registration information to prospective students and parents, either through the website, social media, or direct information sessions.

Increasing the visibility of SMK Perwari Kendal in the eyes of the community can be an important factor in attracting more prospective students. Good visibility can improve the reputation of the school and make it more well-known in the local and regional community. This can be achieved through various promotional strategies, such as participation in community events, strong marketing campaigns, collaboration with other educational institutions, or positive publications in local media. The more well-known the school is, the more likely it is that prospective students and parents will consider SMK Perwari Kendal as their educational choice. This uniqueness provides a significant competitive advantage for SMK Perwari Kendal. By being the only private school offering a Beauty Care major in Kendal Regency, the school can attract students who are interested in the field and have no other alternatives in the area. This allows the school to build a strong reputation in the field and attract students from the surrounding area who are interested in pursuing a career in the beauty industry. This advantage can contribute positively to the long-term growth and stability of the school. Diversifying content according to majors is an effective strategy to increase student engagement and expand audience reach. By providing

relevant and engaging content for each major, SMK Perwari Kendal can meet the needs and interests of students more effectively. This can include tutorials, interviews with industry professionals, student project showcases, and more. By providing diverse and useful content, schools can create an engaging learning experience and build a strong community around it. This can help increase student retention and expand the school's reach to a larger potential market.

Competition in content creation, especially in the Culinary Arts major, can be a significant challenge for SMK Perwari Kendal. If the content produced by the school looks similar to content from other institutions, then the school's appeal can be reduced due to the lack of differentiation. To overcome this, schools need to develop unique and creative strategies in content creation. This can include focusing on the uniqueness of the school, showcasing student success in the Culinary Arts field, or presenting content with a different style and approach. In this way, schools can differentiate themselves from competitors and attract the attention of prospective students and parents. A small audience can reduce the effectiveness of promotional efforts and student engagement. Although schools can produce interesting and useful content, if the number of viewers is low, the benefits of the content will also be limited. To overcome this, schools need to expand the reach of promotions and improve online marketing strategies. This can be done through wider use of social media platforms, collaboration with influencers or relevant communities, and SEO (Search Engine Optimization) optimization to increase content visibility. By increasing the number of viewers, schools can increase the effectiveness of promotional efforts and increase student engagement in the long term.

Flexibility in promotion is a significant strength for SMK Perwari Kendal. With the ability to adjust promotional strategies according to market developments and trends, the school can expand its reach and increase its visibility. This allows the school to target different market segments with appropriate approaches, such as using social media, community events, or special marketing campaigns (Hasanudin et al., 2024; Iffah & Fauziyah, 2021; Wahab et al., 2022). This flexibility also allows for quick adaptation to environmental changes, providing a competitive advantage in retaining and attracting prospective students. The existence of two different majors signifies diversification in educational offerings, which can attract students with diverse interests and talents. This provides an opportunity for students to explore areas that suit their interests and aspirations. In addition, having more than one major allows the school to expand its student base and build an image as a comprehensive educational institution. Continued growth in the number of students in both majors can generate stable income for the school and provide a strong foundation for future development. Affordable tuition fees are an important factor in expanding the accessibility of education. By offering lower tuition fees, SMK Perwari Kendal can attract interest from families with financial constraints. This can create a more inclusive and diverse environment in schools and increase participation of students from different socio-economic backgrounds. In addition, affordable fees can be a significant differentiating factor in an increasingly competitive education market, helping schools retain and attract prospective students amidst fierce competition.

## **CONCLUSION**

From the research above, it can be concluded that networking media has a wider impact in the dissemination of information on new student admissions carried out by SMK Perwari Kendal, not only within the Kendal District but can also spread widely to Kaliwungu District and Weleri



District. With the many networking media that are developing, schools can use more than 1 media that is adjusted to how much the community and prospective new students use the media, so that the social media YouTube, Instagram, and TikTok were chosen which are most often used by the community today. With this awareness, SMK Perwari Kendal optimizes promotions through YouTube, Instagram, and TikTok media, not only using special school accounts but also using personal accounts to promote the study programs offered by the school. In this study, it is hoped that SMK Perwari Kendal can consistently use networking media to promote the school, not only limited to accepting new students but can contain content such as: sharing tips related to the culinary or beauty world, activities outside of learning, to documentation of competition activities participated by both students and teachers.

The limitations of this study focus on the use of YouTube, Instagram, and TikTok as promotional media. This limitation may ignore the potential of other social media that can also play a role in promotion, such as Facebook, Twitter, or LinkedIn. Although this study mentions the dissemination of information to several sub-districts in Kendal Regency, this study does not examine further how the impact of the dissemination of information in wider areas or outside Kendal Regency.

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