


The Influence of Social Media in Increasing the Number of New Students at the Private Islamic Senior High School (MAS) Aisyiyah Medan

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Article Info	ABSTRACT
<p>Keywords: Social Media, Educational Marketing, Number of New Students, Private Islamic High Schools.</p>	<p>This study aims to examine the influence of social media in increasing the number of new students at the Private Madrasah Aliyah (MAS) Aisyiyah Medan. Social media is considered an effective tool in promoting educational institutions, given its increasingly important role in everyday life, especially for the younger generation. This study uses a quantitative method with multiple linear regression analysis to measure the relationship between social media use and the number of new student registrants. The results of the study indicate that social media has a significant positive effect on increasing the number of new students at MAS Aisyiyah Medan. The t-test and F-test prove that the use of social media overall has a significant impact on attracting prospective students, with a regression coefficient of 0.418 and a significance value of 0.000 indicating a strong influence. In addition, the majority of students who registered were 14 years old, with 56% of them being female students. These findings indicate that social media is an effective marketing tool to reach a wider and more diverse audience. This study contributes to the development of social media-based educational marketing strategies in Indonesia, especially for private educational institutions.</p>
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INTRODUCTION

The development of digital technology has revolutionized various aspects of human life, including in the fields of communication and marketing. Digital technology allows the delivery of information quickly, efficiently, and widely through automated systems that can be operated by computers. One concrete manifestation of this progress is social media, which has now become the main means of building social interactions and promoting various products and services (Purba *et al.*, 2022; Fasa and Fachry, 2025). Social media not only acts as a communication tool, but also as an effective and low-cost marketing medium, where consumers can receive, disseminate information, and provide feedback directly and in real time (Firzal, Zainuri and Iswadi, 2025).

In the context of Indonesia, the use of social media shows a very high trend. Based on data from (Nugroho, Insani and Cahyaningrum, 2022), social media users reached 98.02% of the total population of Indonesia in January 2022. This phenomenon shows the great

potential of social media as a strategic channel in conveying marketing messages to the public widely and personally. Social media such as Instagram, Facebook, TikTok, and WhatsApp have become popular platforms used by various groups, including educational institutions.

In the world of education, especially in private educational institutions, social media can be used as a promotional and publication medium to increase the number of students (Purba, Tamrin, *et al.*, 2020; Khudri *et al.*, 2025). This strategy is important for building the image of the institution, reaching prospective students more widely, and increasing competitiveness amidst increasingly fierce competition (Suprpto *et al.*, 2025). One of the educational institutions that tries to utilize social media in promotional activities is the Private Madrasah Aliyah (MAS) Aisyiyah Medan.

MAS Aisyiyah Medan is an educational institution engaged in the field of educational services, which in its operations requires competent human resources and adequate infrastructure. In an effort to introduce and market its institution to the public, MAS Aisyiyah Medan has used several social media platforms such as Instagram, Facebook, TikTok, and WhatsApp (Hermawan *et al.*, 2025). However, in practice, promotional activities through social media are still limited, mainly due to limited resources, the absence of a special team or admin to manage content, and the low frequency of promotional uploads (Purba, Samsir, *et al.*, 2020; Ramadhan, Annas and Henra, 2025).

This condition has an impact on decreasing the exposure of institutions to the public, thus affecting the number of prospective new students who register (Amalina, 2021; Puspitasari and Irwansyah, 2022; Purba, Simarmata, *et al.*, 2024). In fact, social media, if managed optimally, can be a very effective promotional tool to reach parents and prospective students, especially the younger generation who are active users of digital media (Purba, 2021; Putri, Rasyid and Yazid, 2025). Several previous studies have also shown that the use of social media has a significant influence on consumer decisions in purchasing products or services, including in the context of education (Prayitno, 2025; Santika, Lubis and Wibowo, 2025; Wahid *et al.*, 2025).

Based on this background, it is important to conduct research that specifically examines how social media influences the increase in the number of new students at the Private Madrasah Aliyah (MAS) Aisyiyah Medan. This research is expected to provide an in-depth understanding of the effectiveness of digital marketing strategies implemented by educational institutions, as well as provide practical recommendations in utilizing social media as an optimal promotional tool.

This study aims to analyze the influence of social media usage on increasing the number of new students at the Private Madrasah Aliyah (MAS) Aisyiyah Medan. In addition, this study also aims to identify strategies that have been implemented by the madrasah in utilizing social media as a means of promotion, as well as formulate strategic recommendations to increase the effectiveness of digital marketing. Thus, the results of the study are expected to contribute to the development of educational institutions' communication strategies, especially in the context of increasingly developing digital marketing.

The urgency of this research lies in the fact that the use of social media in MAS Aisyiyah Medan has not been optimal, even though almost all Indonesian people have become active users of social media. This condition shows a gap between the potential and practices of digital marketing carried out by the educational institution. In addition, the limited number of studies that specifically discuss the effectiveness of social media in the context of private educational institutions makes this research important, both theoretically and practically. The findings of this study are expected to help madrasahs in increasing competitiveness, expanding the reach of promotions, and attracting prospective students more effectively and efficiently through targeted digital strategies.

METHODS

The research method used in this study is a descriptive qualitative approach, which aims to describe systematically and in depth the use of social media in increasing the number of new students at the Private Madrasah Aliyah (MAS) Aisyiyah Medan. Descriptive qualitative research was chosen because it allows researchers to explore phenomena contextually and comprehensively through data in the form of written or spoken words, as well as observable behavior (Sidiq, Choiri and Mujahidin, 2019; Purba and Verawardina, 2021; Purba, Sembiring, *et al.*, 2024). This research was conducted at the Private Madrasah Aliyah (MAS) Aisyiyah Medan located at Jl. Demak No.3, Sei Rengas II, Medan Area District, Medan City, North Sumatra. The research began in August 2024 until completion, following the planned data collection and analysis flow.

The data sources used in this study consist of primary data and secondary data. Primary data were obtained through direct interviews with the school, especially social media account managers and staff involved in promoting new student admissions. Meanwhile, secondary data were obtained from school social media documentation (such as Instagram, WhatsApp, Facebook, and TikTok) as well as various literature such as books, journal articles, and other relevant scientific references. Data collection techniques were carried out through two main methods, namely literature studies and field research (Sugiyono, 2010; Purba, Sudarso, *et al.*, 2020). Literature studies were used to review previous theories and findings related to digital marketing and social media, while field research was conducted through in-depth interviews and distributing questionnaires. The questionnaire was compiled using a Likert scale with a score of 1–5, which includes categories from strongly disagree to strongly agree, in order to determine respondents' perceptions of the effectiveness of social media in attracting new students. All data collected was then analyzed descriptively qualitatively, starting with reducing irrelevant data, presenting data in thematic form, and drawing conclusions based on field findings. The focus of the analysis is directed at identifying the most actively used and most influential social media in shaping people's decisions to register their children at MAS Aisyiyah Medan.

RESULTS AND DISCUSSION

Results

Respondent Characteristics

In this study, it was found that the composition of students at the Private Madrasah Aliyah (MAS) Aisyiyah Medan is dominated by female students, reaching 56%, while male students contribute 44% of the total number of students. This condition indicates a higher tendency for female student enrollment compared to male students at this school. This may be influenced by various factors, such as the public perception of religious education being more acceptable among women, or it could also be related to educational programs that are more interesting or in accordance with the interests and needs of female students. This diversity in gender composition can provide a more complete picture of the target audience of MAS Aisyiyah Medan, as well as provide opportunities to optimize more specific marketing strategies, both to attract more male students and to improve services and facilities that can support the needs and interests of female students.

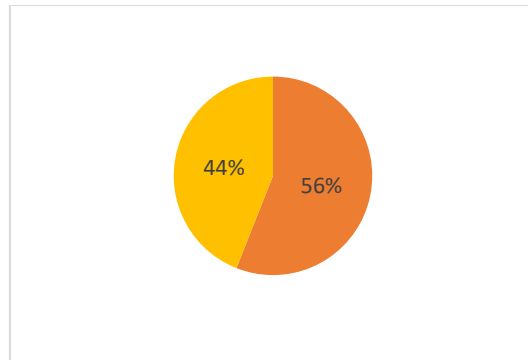


Figure 1. Respondent Characteristics

By Age

The results of the study showed that most students at the Private Madrasah Aliyah (MAS) Aisyiyah Medan were relatively young, with 50% of students aged 14 years, 26% aged 16 years, and the remaining 24% aged 15 years. This age distribution illustrates that the majority of MAS Aisyiyah Medan students are in their teens who are in an important phase of cognitive and social development, who tend to have a higher interest in technology and social media. The dominant age of 14 years also indicates that most students are in the early stages of secondary education, where they begin to determine the direction of their education and career. Understanding this age distribution can be the basis for designing promotional strategies that are more in line with the psychological and social characteristics of this age group, especially in the use of social media which is widely used.

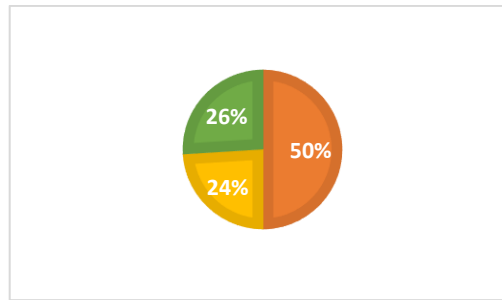


Figure 2. By Age

Research Questionnaire Results

In this study, the researcher processed the questionnaire data in the form of graphic data consisting of 10 questions. The questionnaire distributed was given to 50 new students at the Private Islamic Senior High School (MAS) Aisyiyah Medan. The following are the results of the research questionnaire regarding the Influence of Social Media in Increasing the Number of New Students at the Private Islamic Senior High School (MAS) Aisyiyah Medan.

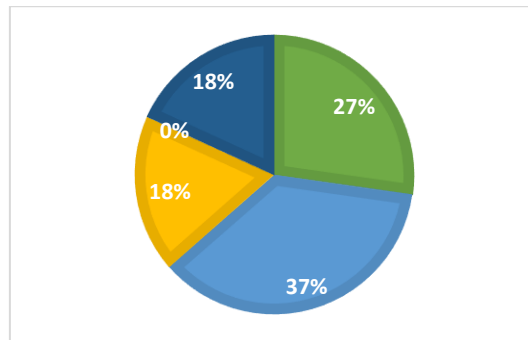


Figure 3. Based on Questions

Based on the results of the correspondence above, it can be concluded that most new students at the Private Islamic Senior High School (MAS) Aisyiyah Medan Disagree with getting information about this school through social media, which is 37%, and students who Agree with getting information from social media are 27%, 18% answered Strongly Disagree and the rest answered Neutral as many as 18%.

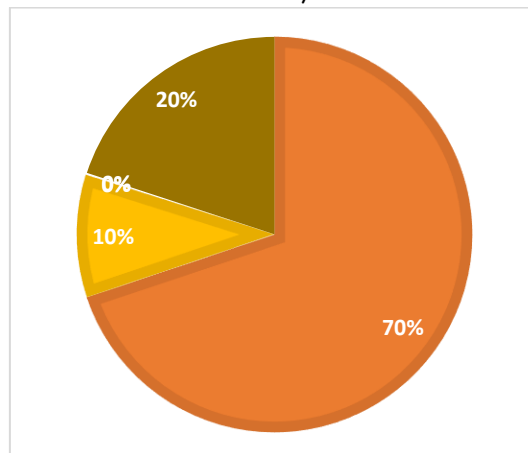


Figure 4. Based on Questions

Almost all students said that they agreed that the social media owned by the Private Islamic Senior High School (MAS) Aisiyah Medan was easy to access, namely 70% Strongly Agree 10%, and the rest were Neutral at 20%.

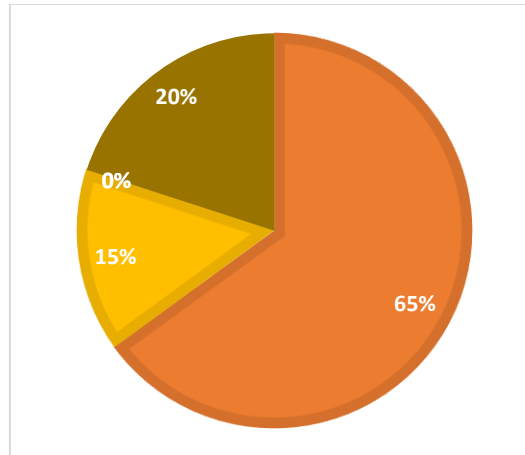


Figure 5. Based on Questions

On average, students can easily get information about the Private Madrasah Aliyah (MAS) Aisiyah Medan when looking for school references as much as 65%, those who strongly agree are 15% of students, and students who are Neutral are 20%, Disagree and strongly disagree are 0%.

Validity Testing

This validity test is a research instrument that can be used to evaluate a statement item or point of view in a questionnaire. If the calculated r value $>$ r table value with a tolerance value of 0.05, the statement item can be said to be valid. Likewise, if the calculated r value $<$ r table value of the questionnaire statement item in question is indicated as invalid. Calculating the degree of freedom or df r table using r table. While n is the number of samples, df is $n-2$. The df in this study is $50-2 = 48$ with a significance level of 5% (0.05) and the value obtained for r table is 0.2257.

The variable is consistent if the cronbach alpha value is greater than 0.60, while the variable is considered unreliable or inconsistent if the cronbach alpha value is less than 0.60. obtained a value of 0.783 for the Social Media variable which is greater than 0.60. Then the variable increasing the number of new students has a value of 0.490 which is greater than 0.60. Each of the two variables, namely Social Media and increasing the number of new students, has a cronbach alpha value of more than 0.60. This shows that these variables are declared reliable or consistent.

Descriptive Statistical Test

Based on the results of the descriptive statistical analysis of the test on the Social Media variable, the minimum value was 5, the maximum value was 25, the mean value was 20.74 and the standard deviation value was 3.226 for a sample size of 50 people using the Social Media variable.

Based on the results of the descriptive statistical analysis of the test on the variable increasing the number of new students, the minimum value was obtained at 5, the

maximum value was 25, the mean value was 20.50 and the standard deviation value was 2.823 for a sample size of 50 people using the variable increasing the number of new students. At the normality testing stage, this study used the one sample kolmogorov smirnov method. The basic principle of making decisions on normality tests is that the significant value shows more than 0.05, then the residual value is stated to be normally distributed. Conversely, if the significant value is less than 0.05, then the residual value is stated to be abnormally distributed.

Based on the calculation results of the data in table 4.6, the asymp. sig. value is 0.044, which is less than 0.05, so the data is declared not normally distributed. Because the research data is not normally distributed, there are two efforts made, namely by transforming the data or exact statistics. Multicollinearity testing is a stage in testing classical assumptions and can be determined using the Variance Inflation Factors or VIF method and its Tolerance. The basic principle of making decisions for multicollinearity testing is that if the value obtained in the VIF column is less than 10.00 and obtains a tolerance value greater than 0.1, then the research data is declared free or does not experience symptoms of multicollinearity.

Discussion

In the digital era like today, social media is not only a means of interpersonal communication, but has also developed into a very strategic marketing tool, including in the world of education. Madrasah Aliyah Swasta (MAS) Aisyiyah Medan as a private educational institution also utilizes social media as one of the strategies to introduce the school to the wider community and attract the interest of prospective new students. The results of the study showed that the most actively used social media by MAS Aisyiyah Medan were Instagram and WhatsApp. Both were chosen because they have easy access, wide reach, and efficiency in sharing information quickly and visually. The use of this social media generally includes uploading school activities, student achievements, registration information, and promoting school facilities.

However, the effectiveness of social media use in increasing the number of new students is still relatively low. This is due to several main factors, such as the lack of a special team that handles digital content, the absence of a structured upload schedule, and the limitations in mastering digital marketing strategies by the foundation. The uploaded content is often inconsistent and less interactive, so it is not optimal in attracting public attention. Based on the results of interviews with school account managers and respondents from parents of prospective students, it was found that the public is actually very open to digital information, but they need more convincing content, such as testimonials from alumni, coverage of learning activities, and interesting and informative promotional videos. Therefore, although social media has been proven to be influential in the decision-making process of parents, this influence is still not optimal because it has not been managed professionally.

Furthermore, through the distributed questionnaire, it was found that most respondents stated that social media has an important role in influencing the decision to choose a school. Around 70% of respondents stated that they knew MAS Aisyiyah Medan

through social media, especially Instagram. However, only around 30% felt that the information available was sufficient to convince them to immediately register their children. This reinforces the importance of improving the quality of content and a more targeted digital communication strategy. Social media is not just an information tool, but also a means of building image, trust, and emotional relationships between schools and the community. Therefore, to significantly increase the number of new students, MAS Aisyiyah Medan needs to form a creative content team that is able to manage social media professionally, consistently, and oriented towards the information needs of the community.

In addition, the results of the data analysis show that social media has a more significant impact on the group of young parents (aged 25–40 years) who are more familiar with the use of technology and social media compared to the group of older parents. The group of young parents more often seeks information about schools through platforms such as Instagram, TikTok, and WhatsApp. They are more responsive to attractive visuals, success stories, and short videos that can show the learning atmosphere at school. This indicates that in designing a digital marketing strategy, MAS Aisyiyah Medan needs to pay attention to more specific audience segmentation and target parents who are more active in using social media, as well as develop content that is relevant to the characteristics of the audience. Therefore, marketing strategies through social media must prioritize more dynamic and interactive content, such as video tutorials, webinars, or live streaming of school events that can provide a more realistic picture of life at school.

On the other hand, although Instagram and WhatsApp have become the main platforms for promotion, the use of other platforms such as Facebook and TikTok can be an option to reach a wider audience, especially for parents who may not be very active on Instagram but use Facebook more often. TikTok, with its creative and interesting short video format, can also be a means to showcase the creative and innovative side of the school, as well as attract the attention of the younger generation. Therefore, MAS Aisyiyah Medan needs to develop policies to maximize the use of the various social media platforms available. With the right combination of platforms and good content management, it is hoped that greater involvement from the community can be created and the number of new student registrants can be increased.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that social media has a significant positive influence on increasing the number of new students at the Private Madrasah Aliyah (MAS) Aisyiyah Medan. The results of the t-test show that the use of social media plays an important role in attracting prospective students, with a regression coefficient of 0.418 and a significant value of 0.000 indicating a strong and significant relationship. In addition, the results of the F test also strengthen this finding, where the calculated F value of 107.274 is much greater than the F table, which confirms that the use of social media as a whole contributes greatly to the increase in the number of registrants at MAS Aisyiyah Medan. Therefore, it can be concluded that good and optimal management of social media can increase the visibility and attractiveness of MAS Aisyiyah

Medan, which in turn will support an increase in the number of new students who register. Thus, the use of social media is an important factor in the marketing and promotion strategy of education at MAS Aisyiyah Medan.

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