SOCIAL MEDIA MARKETING ON CAMPUS

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Abstract. *Universities are using social media more creatively in their marketing as a result of digitalization. However, there are few theoretical models that explain the success of social media marketing (SMM) in educational institutions, particularly Instagram. This study seeks to address a theoretical need by concentrating on four variables: QMS, brand awareness, product image, and brand attitude. A poll of 141 Gen Y and 17-27-year-olds was used to acquire quantitative data. The data was then examined using the SmartPLS Statistics tool and Structural Equation Modeling (SEM). Three key findings emerge from the data analysis. First, QMS has a significant and positive influence on brand attitude, brand awareness and brand image.*

Keywoard: *Social media marketing, brand awareness, brand image, brand attitude, Instagram.*

1. INTRODUCTION

Social media has grown into the most popular online platform, where users can easily interact, communicate, or exchange information. According to Ainiyah dkk., (2018), social media itself is an online tool where users can easily participate, share and create content including blogs, social networks, wiki, forums or the virtual world. Social media itself is becoming the current trend that affects the development of human thinking, even today the majority of the world's population has made social media a necessity of life. Social media is an online media, where users can easily interact, communicate or exchange information. According to Ainiyah et al., (2018), social media itself is an online media where its users can easily participate, share and create content including blogs, social networks, wiki, forums or the virtual world. Social media itself is becoming the current trend that affects the development of human thinking, even today the majority of the world's population has made social media a necessity of life.

Various social media are widely used as marketing means, including Facebook, Twitter, Tiktok, to Instagram (Firamadhina & Krisnani, 2021). According to Ayutiani dkk., (2018) Instagram is one of the most popular social media and widely used due to its advantages in terms of practicality and user friendly. The Instagram app makes many users use Instagram as a media of information. In addition to changing human behavior, the orientation of the marketing world is also changing today, now companies are innovating and moving towards marketing using social media. (Hadi dkk., 2021). One of the social media used for marketing is Instagram, by optimizing content can provide interesting information to the audience in a new and unique way. (Untari & Fajariana, 2018).

Previous research has documented evidence that many companies use social media, Instagram for marketing. (Fahriza & Pujiyanto, 2021; Mandagi & Aseng, 2021; Untari & Fajariana, 2018). For example, a study conducted by Untari & Fajariana, (2018) stated that the use of Instagram in marketing in a boutique found that Instagram was effective in increasing profits, and in a study carried out by Fahriza & Pujiyanto, (2021) that investigated the effectiveness of using Instagram in a marketing hospital.

Social media users themselves are filled with different generations, if Facebook is dominated by Generation X then Instagram is Dominated by the Generation Z. As a first generation who has been exposed by technology since early (Firamadhina & Krisnani, 2021), Gen Y itself is known to live and raise up with the social web, and is centered on padadigital and technology is their identity (Singh & Dangmei, 2016), therefore Gen Y or generation Z is a different generation from the previous generation, one in the use of mobile phones.

In addition to companies, the orientation of the world of marketing in educational institutions must be changed because of the globalization and innovation of marketing carried out by companies using social media has brought many profits for companies. (Hadi Dkk, 2021). At this stage of globalization, quality becomes the key, and the fact that now society has begun to question and have a quality education for their sons and daughters, therefore educational institutions as one of the forms of service services must adapt and implement marketing strategies to attract users of their services for the continuity of their educational services. (Anam, 2013).

2. LITERATURE REVIEW

1) Social Media Marketing (SMM)

Social media is an online media suggestion used to facilitate participation, sharing and creating content including blogs, social networks, wiki, forums and the virtual world (Yusi Kamhar & Lestari, 2019), which refers to internet-based applications built on ideological foundations as well as web 2.0 technologies (Noprianto, 2018) that help individuals to obtain or exchange information with fellow people more easily. (Untari & Fajariana, 2018). Social media is generally defined as any website or application that allows users to create and share content, or participate in social networks. Some of the social media we know include: Instagram, Facebook, Twitter, YouTube, etc.

The various benefits of using social media, one is the opportunity for marketers as media to conduct marketing communications with the characteristic "Always on and Everywhere" meaning anytime and anywhere. (Untari & Fajariana, 2018). In addition, this social media data can be used as a material to support the presence of innovation, implementation and marketing evaluation carried out (Alfajri dkk., 2019). according to Aziz & Rachmadi, (2018) it is said that the use of social media as a marketing media can help sellers or reduce costs compared to traditional marketing.

SMM is a trend in the world of marketing, which is used to generate communication on the integrated marketing platform, which includes promotion, advertising, personal sales, public relations, direct marketing as well as promotions for shopping. According to Mandagi & Aseng (2021) SMM has a positive influence on the brand, where when social media marketing a business or company is managed well it will contribute to a positive brand perception in consumers. (Mandagi dkk., 2022; Toding & Mandagi, 2022).

2) Instagram and Generation Z

Generation Z is commonly known as "The post-millennials generation", which is a generation born after 1995 (Priporas, & Fotiadis, 2017) and is the first generation that has been exposed to various technological advances since early. (Firamadhina & Krisnani, 2021). Gen Y itself produces a generation that is dependent on the Internet, they are known as the generation that has the familiarity and expertise in the use of the Internet even called the mobile generation. (Rachmawati & Purwaningrum, 2019).

Generation Z has an interest in using Instagram as a media to obtain information, even in considering that they are more trustworthy and receptive if the message is obtained from the social media they frequently use, one of which is intagram. (Febriani, 2021). According to Atmoko, (2012) and (Ayutiani dkk., 2018), Instagram is an application from a smartphone that is specifically used as a social media with the taking of photos as a means of sharing information.

The convenience and interesting features of Instagram make users make this Instagram as a medium for information in meeting their needs. (Ayutiani dkk., 2018). In addition, for Gen Y, Instagram is one of the media for strategic promotion to build brand awareness or grow attractiveness for Generation Z. Share interesting photos and videos on Instagram (IG) can attract Generation Z unlimited time and the more often such products and services are seen will make IG users slowly remember the brand and reach awareness for the brand of the product. (Alfajri dkk., 2019).

3) Pengembangan Hipotesis

Previous research has been conducted to explain that Instagram has become an effective means of marketing goods and services either from the trade industry or tourism (Alfajri dkk., 2019;Untari & Fajariana, 2018;Ayutiani dkk, 2018), this study explores how the effectiveness of using Instagram as a marketing media, intagram itself can be used to promote from the perspective

of generation Z, as a generation that dominates social media in particular Instagram for everyday life.

According to Khrishananto & Adriansyah, (2021), Gen Ys use Instagram with high intensity to watch various content, including marketing content, and this becomes a factor driving consumer behavior. (Khairunnisa., 2014). So how does the perception of the Gen Y face the effectiveness of Instagram itself as a media promotion for educational institutions? Is the promotion carried out by educational institutions through Instagram already the right choice to introduce and attract consumers to the products and services offered? To answer this question, the hypothesis is:

H1a Social media marketing through Instagram has an impact on the brand popularity of educational institutions.
H1b Social media marketing through Instagram influences the brand image of educational institutions.
H1c Social media marketing through Instagram influences the brand attitude of educational institutions.
H2a Brand awareness influences the brand image of educational institutions. H2B: Brand awareness influences the brand attitude of educational institutions. H3: The brand image influences the brand attitude of educational institutions.
H2b Brand awareness influences the brand attitude of educational institutions
H3   The brand image influences the attitude of the educational institution's brand.

The relationship between the research variables and the research hypothesis is summarized in Figure 1 below:
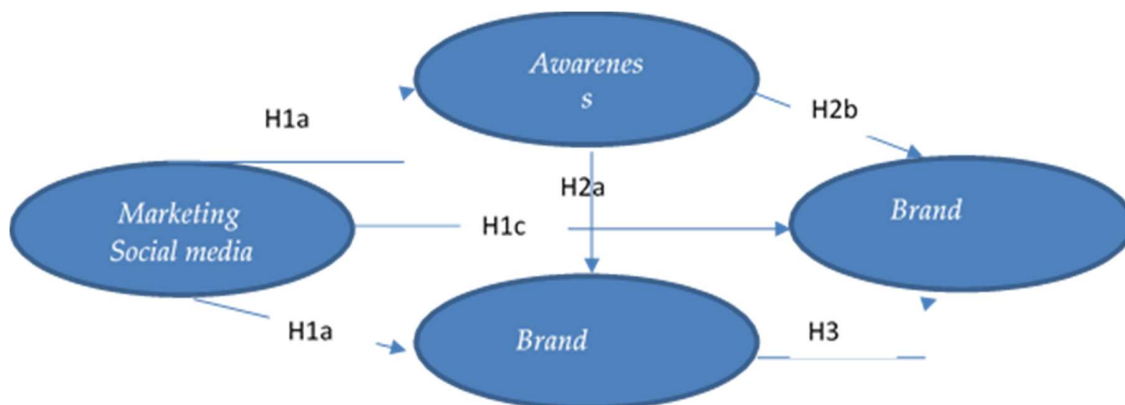

Figure of 1. Conceptual Framework of Research

3. RESEARCH METHOD
1) Design of research

The research method has steps that must be followed correctly and systematically in order to obtain accurate results. To meet the objectives and be able to answer the formulation of the

problem of research. In line with the research objective of understanding the Gen Y perception of the use of Instagram as a marketing media in educational institutions as well as to answer the problems in this research, the design of the research selected is descriptive. Descriptive research is done by searching for information related to an existing and described event in order to be better understood and become information about the value of either one or more variables without making comparisons or linking with other variables. (Jayusman & Shavab, 2020). More specifically, this study uses primary data obtained using quantitative surveys as a method for data collection.

2) Samples and Sampling Techniques

Population is the number of individuals of a group to be studied with the same characteristics or events. (Handayani, 2020). The population and samples used in this study are active Z-generation students from several universities in northern Sulawesi. However, considering the population of the generation Z in the northern Sulawesi is very large, then the sample will be taken from the respondents with the condition that the respondent is an individual who uses social media more precisely Instagram in daily life so that the results of this research have significant results. The sample collection technique in this study uses the method of systematic random sampling, i.e. the systemic random sample-taking, that is to say the technique with the nature that each element in the population has the same chance to be included in the sample (Firmansyah & Dede, 2022), thus, the systematical sample will reduce sample errors. (sampling error).

3) Data and Instruments

According to Pramiyati Dkk., (2017) primary data is data obtained directly from the primary source. A questionnaire is a tool for collecting research data, which is a set of written questions given to respondents.

The query that is used has two parts. The first part is questions related to the demographic characteristics of the respondents and the second part is a question to be answered using a likert scale measurement from 1 indicating highly disagree to 5 indicating very agree. The second part of the survey will be measured by the scale of several items, SMM will be met by how user judgment based on experience using Instagram, the indicator of the social variable SMM consists of 7 questions indicators of the variable of Brand awareness consistent with 5 questions, the index of the brand image variable consists Of 5 questions and the indicators that measure brand attitude consists From 5 questions.

The process for collecting data begins with the compilation and development of a questionnaire to be used in the survey. In the first phase, the researchers determined the indicator of the variable based on related literature. Then the questions are arranged in detail, then formed into a self-administered questionnaire, which is then presented in the form of a 5-point likert scale (where 1 = very disagree, 2 = disagreed, 3 = neutral, 4 = agree, 5 = very agree).

Subsequently, the questionnaire will be created in the form of an online form and distributed to the selected target sample. Before this questionnaire is shared with respondents, the

researcher will explain the purpose of the survey being run and ask the respondent to answer each question correctly.

After that, the answered questionnaire will be sent back to the researcher. The researcher will then check whether the submitted answers match the instructions and calculate the number of questionnaires collected. Questionnaires that match the instructions will be answered, and the data will be operated to the spreadsheet and exported to SPSS.

4) Analysis of data

Data in the research already obtained from Google forms, verified completeness and suitability. The data was then analyzed using SPSS 22.0 and SmartPLS 3.2. First, the demographic data of respondents will be evaluated the completeness and matching of data through the statistical decryptive menu on SPSS.

The next process is the analysis of data with structural equation modeling or structure equation modelling (SEM) using SmartPLS. The advantage of using SmartPLS itself for SEM analysis lies in its ability to describe models using graphics.

and simple. The first stage is the analysis of the measurement model to evaluate the validity and reliability of the instrument for each variable. Once validity and reliability are met, a test of the hypothetical model is carried out. The advantage of SEM analysis is that it can give more accurate results in analyzing complex relationships between a number of variables. (Hair dkk., 2017)

Data analysis is carried out with the help of statistical software SPSS, and SmartPLS, testing uses. SPSS is used to analyze demographics of respondents. SmartPLS is used for validity, reliability and research hypothesis testing that starts with convergent validity testing by looking at the load factor value of the indicator used on each variable, with the convergence validity value for a variable considered to be met only if the load faktor value of all indicators is more than 0.7. (Hair dkk., 2012). Then, discriminant validity tests were conducted in the study by looking at the fornell-lacker criterion and cross loading. The last stage is the testing of the structural model (Inner model) by evaluating the significance of the path coefficient.

4. RESULT AND DISCUSSION

1) Measurement Model

The measurement model test aims to test the validity and feasibility of each variable in this study: social media marketing, brand awareness, brand image and brand attitude. The test results of the measurement model using the Partial Least Square (PLS) method with the help of the SmartPLS 3.2 statistical software are shown in Figure 1 below:

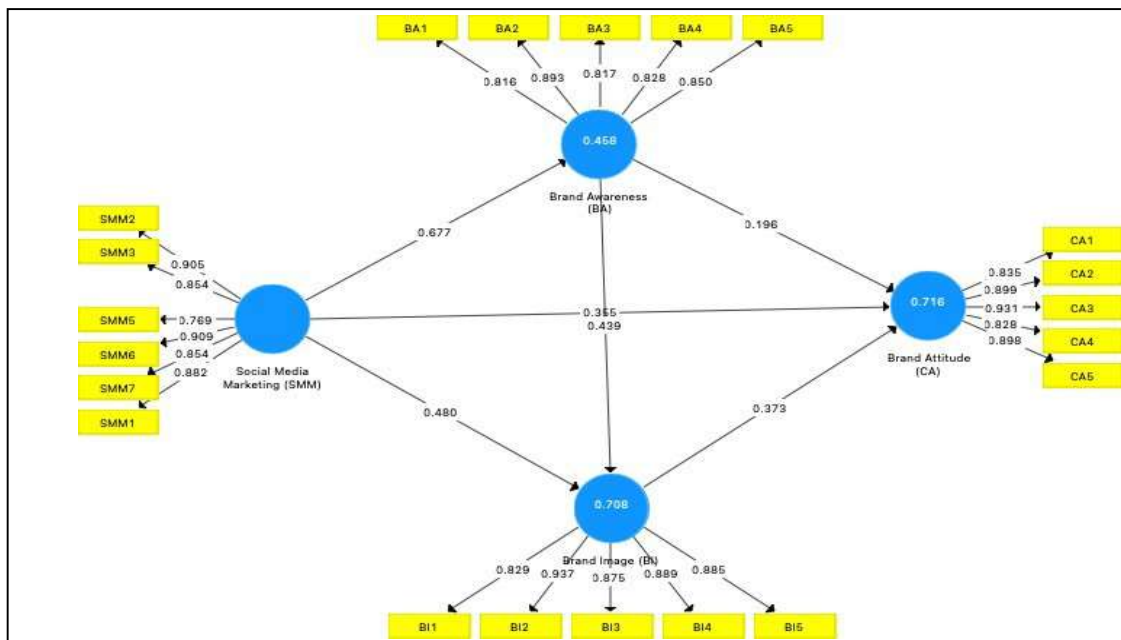Figure of 2. Testing of measurement models. (Outer Model)

Table 2
The value of the Loading Factor Measurement Model

Variable	Indicators	Factor Loading
Marketing Media Social	SMM1	0.882
	SMM2	0.905
	SMM3	0.854
	SMM5	0.769
	SMM6	0.909
	SMM7	0.854
Brand Awareness	BA1	0.816
	BA2	0893
	BA3	0.817
	BA4	0.828
	BA5	0.850
Brand Image	BI1	0.829
	BI2	0937
	BI3	0.875
	BI4	0.889
	BI5	0.885

Brand Attitude	CA1	0.835
	CA2	0.899
	CA3	0931
	CA4	0.828
	CA5	0898

2) Model Structural

After the validity and reliability indicators are met, structural model testing is then carried out to test the hypotheses in this study. Hypothesis testing is done by analyzing the significance of the path coefficients that connect the variables in the structural model. The results of testing the structural model (Inner Model) are shown in Figure 3 and Table 7 below
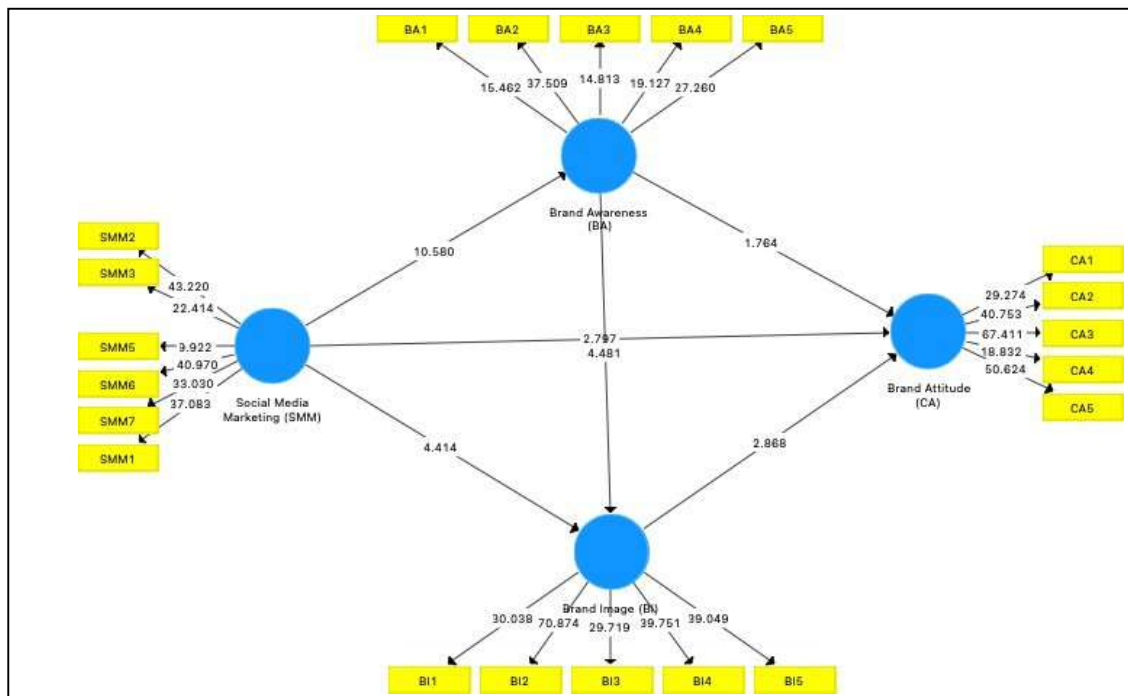

Figure 3.Structural Model Testing Results

Table 3
Hypothesis Testing Results

Path Relations	Estimates	STDEV	P Values	Information
Brand Awareness -> Brand Attitude	1,764	0.111	**0.078**	TS
Brand Awareness -> Brand Image	4,481	0.098	**0.000**	Significant
Brand Image -> Brand Attitude	2,868	0.130	**0.004**	Significant
Social Media Marketing -> Brand Attitude	2,797	0.127	**0.005**	Significant

Social Media Marketing -> Brand Awareness	10,580	0.064	**0.000**	Significant
Social Media Marketing -> Brand Image	4,414	0.109	**0.000**	Significant

The results of the structural model testing are summarized supporting the predictions of H1a-H1c, that social media marketing has a significant effect on brand attitudes ($\square$=2.799, p value <0.05),brand awareness ($\square$=10.580, p value<0.01) and brand image ($\square$=4.414, p value<0.01). Related to the second hypothesis, the results of the analysis provide support for H2b that brand awareness has a positive effect on brand image ($\square$=2.799, p value <0.05). Whereas for H2a, the results of the analysis show that the effect of brand awareness on brand attitudes is not significant. Significant and positive influence was also detected in the effect of brand image on brand attitudes ($\square$=2.868, p value<0.05). These results support H3.

5. CONCLUSION

This study aims to provide information on the importance of using social media as advice for marketing, the results of this study show how effective the use of social media Instagram for marketing in educational institutions using 4 variables namely SMM, brand awareness, brand image and brand attitude.

Data analysis results show a number of significant results. First, SMM has a positive and significant influence on the three variables of the brand: brand awareness, brand image and brand attitude. These results indicate that the marketing carried out by educational institutions using social media Instagram can shape Gen Y's perception of the educational institution's brand. This result implies that educational institutions should be able to provide information to potential target customers in order to be interested in the educational institution through marketing that is done using social media.

The results of the analysis also showed that brand awareness does not have a significant positive impact on brand attitude but brand awakening affects the brand image, this indicates that the higher the brand Awareness, the more positive brand image and subsequently will affect brand attitudes.

Despite the significant contributions of this research, there are limitations that can be corrected in further research, which allows to investigate the effectiveness of not only Instagram but other social media with a larger number of respondents and add other theories that provide different views on the speech studied with a variety of possible variables influenced.

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