



The Use Of Social Media For Digital Marketing Strategies In Vocational Education (Case Study: Politeknik Negeri Bali)

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Abstract The rapid development of digital technology, internet and social media users have also increased in number. Social media is not only used by individuals, but also in the world of education. The availability of facilities and infrastructure to access is also widely available, either by computers and smartphones. Learning and education as one of the tri dharma activities of higher education must be carried out by a lecturer in the university, as well as Bali State Polytechnic as a form of vocational higher education. The image of an institution nowadays can be done with social media, which has an effect on an intention to use the institution as a place to complete the higher education of people. This research will examine the use of social media for digital marketing strategies for vocational education at Bali State Polytechnic (PNB), in specific to determine the characteristics and types of social media used by lecturers and students. This will be used for the development of social media models for digital marketing strategies. This research is using factor analysis and collect the data from samples by stratified purposive sampling. The selection of social media is influenced by the competence and skills possessed by both lecturers and students. Through the joint use of social media, it will be a digital marketing strategy for institutions. The results showed that the use of social media among teaching staff was dominant in using Facebook, Instagram, Youtube in addition to WhatsApp and Tiktok. Social media can help institutions' digital marketing strategies because with the number of influencers on social media will make institutions more known. There are 5 factors that can be used, such as: Social Media as an interesting communication tool, Social Media as an impact on life, Social Media as a need and efficient media, Social Media as a free time filler that is always growing, and Social Media is easy to learn. Positive image can be formed from social media that is managed in a decentralized department-based manner so that all elements of the department play a role in supporting the digital marketing strategy carried out

Keywords : *Social Media, Digital Marketing, Vocational Education*

I. INTRODUCTION

Currently, the digital concept has mastered almost every space of human life. The impact has been felt by various layers of society, both social and economic behavior. The digital transformation which implemented by an organization must be able to take full advantage of digital change which must be supported by individuals who have the right digital mindset (digital midset) not only able to implement the latest digital technology. ^[1]

Digital marketing is playing an important role for universities, especially during this pandemic. Many people nowadays search for something on the internet with search engines like Google, Yahoo and Amazon. Maximizing SEO or Search Engine Optimization which is the easiest and cheapest way in the context of digital marketing. eMarketer research states that the education sector is one of the top industries in the world that must use social media as part of a digital marketing strategy. Positive aspects of using social media in learning, a new technology that has made it possible to communicate across distances more easily, faster and cheaper is the internet or computer-mediated communication (CMC). CMC is an internet-based way of communicating across distances that served different educational purposes and has various definitions that can refer to synchronous or asynchronous interactions. CMC is virtually referred to as e-mail, chat, computer conferencing, or accessing information through online databases as applications from CMC. Web-based virtual tools, services or environments characterized by decentralized authority in knowledge creation and proprietary technology. This enables new forms of collaboration and knowledge sharing for learners. In addition, it enhances the transfer of knowledge between different contexts, such as online and offline realities or local and global networks.

The use of social media is also increasing at all levels of society. Likewise, online learning has recently grown significantly in academic, as students have the possibility to continue learning in addition to saving time and reducing travel costs. Online learning has advantages such as convenience and flexibility that go beyond traditional education. E-learning is an internet/web-based system, which provides education to students and supports them to access

knowledge and information, regardless of where they are. Online learning consists of knowledge transferred during interaction over the Internet directly to learners, outside the classroom. In online learning, because there are less restrictions and separations between students and the learning system, interaction is easier and the learning process is more efficient. Social software, used in online learning, supports the communication. These tools help gain new knowledge by accessing online resources, in addition to having the opportunity to interact with teachers or students anytime and anywhere. The advantage of "anytime, anywhere" is that students, with their limitations, can still participate in online education, because social media allows them to access information and interact with others online. Online communication and collaboration gives students the possibility of working with new people with different backgrounds to exchange and gain new knowledge. There are four factors of the use of social media, namely the proximity of feedback, the use of several verbal and nonverbal cues, language variations, and the advantage of being able to personalize messages.

Social media has two general benefits for its users: a) quick access, and b) controlling the environment. E-mail, Instant Messaging (audio/video or text-based communication), interactive websites and social networks make remote communication with friends, classmates and colleagues possible. Online interactions using media including video, audio, and shared document or real time text interactions, synchronous interaction, where students demonstrate the need to use social media. Students get quick and direct replies without any delay by using synchronous communication devices. On the other hand, a very common type of communication between learners in online education is asynchronous communication, which provides learners with a higher degree of control and flexibility. This allows learners to enter online media whenever they want, taking into account what has been posted and formulating responses by having more time to reflect. Hrastinski (2007) discusses online video-based resources, such as YouTube, that support students to learn new knowledge from the classroom. In addition, the use of discussion forums allows students to return to recorded discussions.

There are many advantages of using social media in collaborative learning such as, helping each other when needed; exchange resources and documents; clarify complex knowledge; share existing knowledge with others; give and receive reflection and feedback from others. In addition, there was increased effort and persistence among peers, involved in group skills, monitoring each other's efforts and the significant contribution of media utilization in online learning.

The types of social media that are developing in the community and used by the community are growing rapidly, including: Facebook, Instagram, YouTube and WhatsApp. The use of social media is also utilized by teaching staff in the learning process, because it is easy to learn and available media to deepen their mastery of social media. Many social media aspirants publish their knowledge and skills to be

conveyed to the public. They also expect input on what is conveyed on social media, they will also get income from uploads submitted on social media. Likewise, vocational education institutions such as the Bali State Polytechnic (PNB), can use social media to give a positive impression (good image) to the community and other stakeholders. The purpose of this research is to analyze factors determined by lecturer in deciding to use social media in teaching and learning process and to design a model as a digital marketing strategy using social media in vocational education at PNB.

II. LITERATURE REVIEW

2.1 Social Media

Social media plays an important role in effectively connecting one individual to another, or with groups and companies/agencies in recent day. During the Covid-19 pandemic which limits many community activities, the use of social media such as Instagram is very helpful, because it can communicate with other people, promote and run digital marketing for companies/agencies.

The Covid-19 pandemic that has hit the world since 2020 has had a fairly severe impact on human life. Almost all sectors are affected, not only health problems but the social sector, education, and also the economic sector are very seriously affected. The government implements the Regional Quarantine, Social Restrictions, and Emergency Community Activity Restrictions (PPKM) policies to reduce the risk of transmission. The restrictions imposed make it difficult for many people to have direct contact, resulting in difficulties in meeting needs in conventional ways so that people have to switch to using online media [2].

In 1979 was the start of the basic idea of the presence of Social Media, by Tom Truscott and Jim Ellis of Duke University who gave birth to "Usenet", a discussion system that makes it easy for users to post and share messages to the public. Further developments began around 2000 when Bruce and Susan Abelson founded a social network called "Open Diary", which was originally a site that integrated online diaries into one community. At that time, the term weblog came into being which was later shortened to "blog". The development of high-speed internet access finally made social media develop as it is today, with the emergence of My Space in 2003, followed by Facebook in 2004 and until now various social networks have emerged with various characteristics. [3]

Social media is a web-based communication platform for connecting and developing relationships. This opinion is in line with that conveyed by Nasrullah [4] that social media is a platform in cyberspace that provides space for users to present themselves, make relationships, collaborate, share, and establish communication with others so as to form a virtual social bond. Gil Appel, Lauren Grewal, Rhonda Hadi, Andrew T. Stephen in their article "The Future Of Social Media In Marketing" said Considering the numerous ways social media affects individuals and businesses [3] explained that social media in the future has challenges and opportunities as: Collaborative projects, Blogs, Community Content, Social networking,

Virtual Games, and also Virtual Social. Instagram is currently included in social networking sites or social networking.

There are many social media that are developing in society that are often used every day such as YouTube, Instagram, Facebook^[12], Twitter, TikTok, WhatsApp, Line, Tumblr, Line, Pinterest, Telegram, Reddit, Snapchat, LinkedIn, Facebook Messenger. Social media is a collection of applications that make it easy for users to carry out social interactions online, where someone can share photos and videos and create short stories. Currently, social media has become a major need for humans. It is not only from young people, but also parents nowadays need and able to play social media. The benefits of social media for its users, mainly because it is faster than conventional media^[10], such as print media, advertisements, TV, brochures and flyers. The sophistication of social media is also able to reach its users with an unlimited distance.

Each type of social media has various features and can be studied and used according to needs. Facebook is the most popular social media and the most in demand, allowing it to be developed as a means of online meetings and discussions that interact with each other^[7]. Social media can be used as a learning tool as well as an entertainment function^[8].

2.2 Digital Marketing Strategy

One of the factors that underlies the success of marketing through social media is known as the use of influencer marketing. The influence of an influencer in providing information on a product so that the ultimate goal to be achieved is to be able to significantly increase sales and display a good corporate brand image to consumers^[5]. Digital marketing can be done by using social media^[11] which almost everyone already has it and able to access their own account.

III. III. RESEARCH METHODS

This research has been conducted at PNB which has 6 departments, namely Civil Engineering, Mechanical Engineering, Electrical Engineering, Accounting, Business Administration and Tourism Department as follows: 54 people in Civil Engineering, 66 people in Mechanical Engineering, 71 people in Electrical Engineering, 66 people in Accounting, 57 people in Business Administration and 78 people in Tourism Department. The use of the Slovin formula to produce the number of respondents as a sample in this study is :

$$n = \frac{N}{1 + N(e)^2}$$

by applying e=8% then $n = \frac{392}{1 + 392(0.8)^2}$

n = 111,7 be rounded as 112

Then the distribution of respondents in each department is as follows:

Table 1 Number of Respondents for Each Department

No	Department	Numebr of Lecturer (person)	Sample (Respondent) (person)
1	Civil Engineering	54	15
2	Mechanical Engineering	66	19

3	Electrical Engineering	71	20
4	Accounting	66	19
5	Business Administration	57	16
6	Tourism	78	22
Total		392	112

Source: Human Resource PNB

IV. RESULT AND DISCUSSION

The age distribution of the number of respondents as a sample in this study are 112 people categorized as follows: most (47 people) of respondents are between 51-60 years old, and only 2 people are between 20-25 years old. While the top three social media that are often used are Facebook (42.86%), then following by Instagram (32.14%) and Youtube (13.39%), besides WhatsUp and Tiktok. While the duration of using social media is the longest 11-20 years by 59 people, then followed by the length of using social media is 4-10 years by 34 people and the remaining 14 people are 21-30 years and 5 people who use social media are under 3 years. The reason the lecturers use social media the most is for entertainment (66 people) and 23 people study. The rest under 10 social media are used for online shopping, teaching and learning in addition to online shopping and teaching. Most of the social media users on their profiles (56 people) filled out their face photos. Things that are set in private page, can be seen by public at most, followed by private and half private with private page setting which can be seen by public. The most common activities on social media are uploading photos, news feeds, and leaving comments.

Some of the information that is known to be found on social media at most is uploading photos/videos. The duration of using social media is 76% under 2 hours. Most (above 76%) the duration of using social media is under 2 hours.

The distributed questionnaires have determined their validity and reliability, which are already above the provisions ; the validity is above 0.3 and the reliability is above 0.6.

4.1 Factor Analysis

According to Hair et al. (2010:103), the data can be analyzed by factor analysis if the value of the Measure of Sampling Adequacy (MSA) for each item is greater than 0.50. If one or more items have an MSA value 0.50; then the item is not eligible to be included in the factor analysis and the item with the smallest MSA is eliminated and the factor analysis is repeated^[6].

There are two models of factor analysis, namely Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). Exploratory Factor Analysis (exploratory factor analysis) is also called principle component analysis (main component analysis) which is a factor analysis technique in several factors will be formed in the form of latent variables that cannot be determined before the analysis is carried out. Confirmatory Factor Analysis (confirmatory factor analysis) is a factor analysis technique where a priori based on theories and concepts that are already known, understood or determined beforehand, a number of factors will be formed, as well as what variables are included in each factor formed and has a definite purpose. This research is

using Exploratory Factor Analysis and there are 20 indicators to be analyzed in SPSS 21 program.

After the analysis, there are 2 indicators that have MSA <0.5, namely indicator no. 12 and 15. Furthermore, these indicators are not included for the next analysis, so there are only 18 indicators left.

Table 3 Anti-Image Correlation

Indicators	Code	Anti-Image Correlation
1. Social Media is fun to use in communication	VAR00001	.852 ^a
2. Lots of interesting content on social media	VAR00002	.848 ^a
3. Social media makes it easy to connect with other parties	VAR00003	.759 ^a
4. Utilizing social media to make it easier to share information	VAR00004	.866 ^a
5. Using social media can save time	VAR00005	.691 ^a
6. Using social media to add friends or relations	VAR00006	.733 ^a
7. Needs are met by using social media	VAR00007	.788 ^a
8. Using social media is good for learning tools	VAR00008	.713 ^a
9. Using social media can be used to promote institutions (PNB)	VAR00009	.768 ^a
10. Using social media adds a good image effect to the institution (PNB)	VAR00010	.733 ^a
11. Social media can cause addiction to social networking sites that can interfere with daily activities	VAR00011	.678 ^a
12. Social media cannot be used to disseminate information as a means to develop skills and socially, expand friendship networks.	VAR00012	.419 ^a
13. Social media can also have a bad influence if it is misused, such as looking for pornographic videos that can plunge into free sex.	VAR00013	.781 ^a
14. Social media can help add insight except about health.	VAR00014	.536 ^a
15. Addiction to the use of social media does not affect health such as back pain and eye pain due to being in front of the computer for too long and looking at the cellphone.	VAR00015	.478 ^a
16. Using social media can be learned by yourself	VAR00016	.716 ^a
17. Friends/best friends or family always help using social media	VAR00017	.792 ^a
18. Free time is always used for social media	VAR00018	.614 ^a
19. Always follow developments from social media	VAR00019	.753 ^a
20. Social media can be used to communicate personal achievements	VAR00020	.694 ^a

The table above shows that the indicator of the use of social media to make it easier to share information is no longer a secondary need that currently has the highest value and the indicator of social media can help add insight except about health which has the lowest value compared to other indicators. There are two indicators, Numbers 12 and 15 have MSA values <0.5.

4.1.1 Factor Extraction

The indicators will be extracted into one or several factors using the Principal Component Analysis method after Communalities shows the contribution of each indicator to the formed factors. The Social Media indicator that is fun to use in communicating in the table is 0.515, meaning that 51.5% of the variance of the indicator can be explained in a factor. The greater the value in the table, the greater the correlation

between the indicators and the formed factors. The formed factors can be seen in the following table:

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.013	38.964	38.964	7.013	38.964	38.964
2	1.817	10.093	49.057	1.817	10.093	49.057
3	1.312	7.287	56.344	1.312	7.287	56.344
4	1.168	6.486	62.830	1.168	6.486	62.830
5	1.086	6.031	68.861	1.086	6.031	68.861
6	.933	5.184	74.045			
7	.809	4.496	78.541			
8	.689	3.828	82.369			
9	.602	3.344	85.714			
10	.518	2.875	88.589			
11	.435	2.415	91.004			
12	.412	2.287	93.292			
13	.390	2.166	95.458			
14	.235	1.307	96.765			
15	.229	1.271	98.036			
16	.158	.880	98.916			
17	.118	.655	99.571			
18	.077	.429	100.000			

Extraction Method: Principal Component Analysis.

The table above shows that there are five factors that have an eigenvalue greater than 1, while other factors have a value less than 1.

4.1.2 Factor Rotation

Factor rotation is needed to facilitate the interpretation of factors. The varimax method is used for factor rotation because this method can minimize indicators that have a higher loading factor value for each factor.

Component Matrix^a

	Component				
	1	2	3	4	5
VAR00001	.682	.130	-.053	.091	-.147
VAR00002	.816	-.004	-.078	.057	-.170
VAR00003	.692	-.123	-.142	.228	-.264
VAR00004	.744	-.246	-.076	-.095	.066
VAR00005	.584	-.366	.421	-.389	-.129
VAR00006	.670	-.168	.455	.320	-.039
VAR00007	.607	.001	.466	-.385	.161
VAR00008	.601	-.496	-.168	-.254	.033
VAR00009	.816	-.219	-.274	.124	.145
VAR00010	.729	-.205	-.376	-.004	.194
VAR00011	.444	.399	.223	.455	-.263
VAR00013	.572	.139	.052	.164	-.265
VAR00014	.175	-.168	.409	.378	.689
VAR00016	.573	.369	-.329	.063	.222
VAR00017	.721	.173	.056	-.238	-.256
VAR00018	.395	.739	.201	-.197	.162
VAR00019	.550	.553	-.190	-.293	.262
VAR00020	.521	-.047	-.151	.225	.183

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component				
	1	2	3	4	5
VAR00001	.682	.130	.053	.091	-.147
VAR00002	.816	-.004	-.078	.057	-.170
VAR00003	.692	-.123	-.142	.228	-.264
VAR00004	.744	-.246	-.076	-.095	.066
VAR00005	.584	-.366	.421	-.389	-.129
VAR00006	.670	-.168	.455	.320	-.039
VAR00007	.607	.001	.466	-.385	.161
VAR00008	.601	-.496	-.168	-.254	.033
VAR00009	.816	-.219	-.274	.124	.145
VAR00010	.729	-.205	-.376	-.004	.194
VAR00011	.444	.399	.223	.455	-.263
VAR00013	.572	.139	.052	.164	-.265
VAR00014	.175	-.168	.409	.378	.689
VAR00016	.573	.369	-.329	.063	.222
VAR00017	.721	.173	.056	-.238	-.256
VAR00018	.395	.739	.201	-.197	.162
VAR00019	.550	.553	-.190	-.293	.262
VAR00020	.521	-.047	-.151	.225	-.183

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

The table above shows the correlation between each indicator and the formed factors ; five components formed. The next step can be a factor rotation to see the contribution of each indicator to the formed factor.

Table 4 Factor Rotation Result

Factor	Indicators	Factor Name	Loading Factor	% of Variance
1	9. Using social media can be used to promote institutions (PNB)	Social media as an interactive communication tool	0,834	38,964
	10. Using social media adds a good image effect to the institution (PNB)		0,831	
	8. Using social media is good for learning tools		0,689	
	4. Utilizing social media to make it easier to share information		0,649	
	2. Lots of interesting content on social media		0,567	
	3. Social media makes it easy to connect with other parties		0,562	
2	11. Social media can cause addiction to social networking sites that can interfere with daily activities	Social media has an impact on life	0,789	10,093
	6. Using social media to add friends or relations		0,616	
	13. Social media can also have a bad influence if it is		0,571	

Factor	Indicators	Factor Name	Loading Factor	% of Variance
	misused, such as looking for pornographic videos that can plunge into free sex.			
3	5. Using social media can save time	Social media as a necessity and efficient media	0,858	7,287
	7. Needs are met by using social media		0,75	
4	18. Free time is always used for social media	Social media is a free time filler that is always growing	0,834	6,486
	19. Always follow developments from social media		0,833	
5	16. Using social media can be learned by yourself	Social media is easy to learn	0,909	6,031

The factor name is chosen by looking at the highest loading factor value for each factor. Social media factors that have an impact on life are determined based on the highest loading factor value, namely Using social media can be used to promote institutions (PNB) with a percentage variance of 38.964%. Social media factors as a need and efficient media are determined based on (11). Social media can cause addiction to social networking sites that can interfere with daily activities (6.) Using social media to add friends or relations (13). Social media can also have a bad influence if it is misused, such as looking for pornographic videos that can plunge into free sex, which is 10.093%. The social media factor as a need and efficient media is determined from (5.) Using social media can save time (7.) The need is met by using social media with a variance percentage of 7.287%. The social media factor that fills free time which is always growing is determined from (18.) Free time is always used for social media (19.) Always follows the development of social media with a percentage variance of 6.486%. While the fifth factor, namely Social Media is easy to learn, is determined by (16.) Using social media can be studied alone with a percentage of variance of 6.031%.

4.1.3 Factor Interpretation

- a. Social media as an interactive communication tool, every level of society without exception of teaching staff uses social media to convey information, either through writing or using voice and video. Using this social media will give interest and desire to the audience and readers
- b. Social media has an impact on life, teaching staff who use social media will be more creative in carrying out the teaching and learning process, as well as conveying their success
- c. Social media as a necessity and efficient media, without space and time limits makes social media very efficient
- d. Social media is a free time filler that is always growing, the busyness of teaching staff will feel reduced by using social media. Moreover, the development of social media provides convenience features that continue to grow
- e. Social media is easy to learn, very interactive and easy to learn social media

4.2. Social Media Development Model as a Digital Marketing Strategy

There are 3 types of social media used by teaching staff, which are used in addition to entertainment as well as for teaching, namely Facebook, Instagram and Youtube. This social media is very interactive used in addition to WhatsApp, because it is always evolving and providing features that make it easier for users.

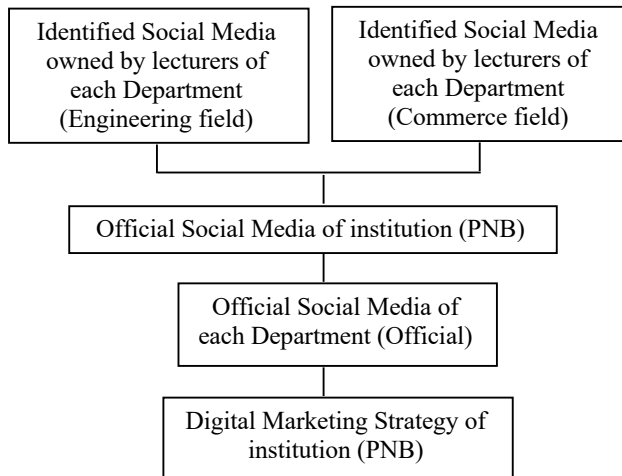


Figure 1 Model of Social Media as Digital Marketing Strategy of PNB

Figure 1 describe a model that will promote every department in implementing of “The three pillars of higher education” (Tri Dharma Perguruan Tinggi) such as education, research, and community services. If the content submitted is organized by each department by creating official social media, then in addition to learning, entertainment, it will be used to convey the achievements achieved in the current year. If the department has official social media, then PNB can repost the social media in the Department to add to its image and then give the intention to decide in the election to continue in vocational higher education. The more influencers will make a very effective marketing strategy.

V CONCLUSION

Based on the discussion, it can be concluded as follows:

1. Lecturers have long used social media for entertainment, teaching and other useful productive activities in the future. The most used social media are Facebook, Instagram and YouTube which are very good for communication and efficiency.
2. The use of social media in each department is managed by creating official social media, which is useful for filtering information for the sake impression and image of the institution.

3. Well-managed social media will make an effective digital marketing strategy.

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