

SOCIAL CONSUMER RELATION MANAGEMENT USING SOCIAL MEDIA AS A MARKETING SCHEME IN UNIVERSITY

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ABSTRACT

Social media or called as 'socmed' is an online media that is frequently used by humans to improve in activities, which include promoting study programs of university. Most universities require a marketing scheme to promote certain study programs by using socmed. This study aims to investigate marketing strategies of universities using social costumer relation management (SCRM) and socmed. This is a qualitative study with a narrative model design. This study included about 2000 students from universities in South Sumatra, Lampung, Bengkulu, and Bangka Belitung, Indonesia. The samples were collected by proportional random sampling approach to attain the number of informants and data were collected through online interview questionnaire. Furthermore, the data were analyzed using coding approaches (open, axial, and selective coding) and value stream analysis. The findings revealed that SCRM can be an alternative marketing scheme for universities that utilize socmed to disseminate information owing to access easiness, complete and updated information, and attractive appearance.

Keywords: *Promotion, Social Consumer Relation Management (SCRM), Marketing scheme, Social Media*

1. Introduction

University is an educational institution that disseminates and launches science, culture, and technology. However, continuous institution growth efforts should be made to realize quality resources. Several factors investigate students in determining their options on which university to go to and to choose a particular program study (Tafesse & Wien, 2018). The main factors determining the student's choice of university are the university's reputation and quality, the qualifications of the academic staff, and the academic completion time of the university (Echchabi & Al-Hajri, 2018). In line with this, the study by Jafari reported that one of the factors influencing students in choosing universities is related to the university itself, such as reputation, teaching staff, and facilities. These factors also include teachers' academic reputation or teaching quality, the reputation of the university's academics, library, and the Internet (Jafari & Aliesmaili, 2013). Furthermore, the study by Songanis reported that several factors investigate students' decision, such as academic factors, university programs, quality of teachers, and job prospects from the university (Songan et al., 2010).

This research focuses on looking at how social media is utilised for marketing in higher education. This is an important issue for educational institutions in attracting more students in the newest higher education in a competitive world. One of the causes of competition is the increasing number of higher education institutions in recent years (Çetinsaya, 2014). A large number of universities will cause stiff competition for prospective students. Therefore, it is necessary to introduce assets, potential, and trademarking through an upstanding marketing scheme on campus. Marketing scheme is a planning process for introducing marketing services and products

to prevent all possible risks (Malarangan et al., 2020). Judicious management focuses on determining the objectives of the institution and institution, policy establishment, and planning to fulfill the aims and allocate resources to implement policy and plan for the objectives accomplishment of the institution and institution. In addition, judicious management combines numerous functional parts and activities of the business to accomplish the institution's objectives. judicious management has three stages of strategies: formulation, implementation, and assessment (Tirta Bangli et al., 2020).

In this case, marketing is implemented to attain optimal profits through social media or called 'socmed'. The marketing process must be planned through a upstanding marketing scheme by examining the newest profits situation, including planning opportunities, setting aims, and instigating marketing strategies (Çetinsaya, 2014).

Another study found that social marketing management service consumers complain over 50% about an FB trademark page at least once per month. Meanwhile, an earlier study argued that consumers could change complaints from private to public domains, for example, the SMM tool like FB (Elsner et al., 2010). Social consumer relation management (SCRM) can deliver insight, which helps drive real consumer-centric innovation. The knowledge gained on consumer behaviour, attitude, and mood will help drive benefits throughout the impact suppliers of the value chain (e.g., forecasting demand) and intermediaries (e.g., shaping in-store advertisings). Another opinion reports that consumer relation management (CRM) is an effort and approach to retain consumers that deals with human resources, manage and maintain upstanding relations, and knows what consumers want and need (Nadeem, 2012). The implementation of CRM effectively and efficiently will remarkably thrive a firm's performance, especially in the areas of finance, marketing, and operation (Alawiyah & Humairoh, 2017). Thus, it can construct consumer relations that have a positive impact on marketing performance. Marketing performance is enhanced through SCRM (Al-Gasawneh et al., 2022). However, overuse or misuse of CRM schemes can lead to a loss of trust for consumers who perceive them to be exploited by unfair enterprise CRM schemes. The dangers of implementing CRM make consumers believe that the CRM is the worse (Nguyen, 2012).

Socmed can enhance a firm's communication skills and relations with consumers. CRM refers to the management of communication with consumers. Newest, socmed utilization can implement marketing strategies since communication is synonymous with socmed in this new technology era. Furthermore, socmed is an open daily record of preferences and discontent, likes and dislikes. Therefore, corporations should adapt to socmed development such as blogging, Facebook, and Twitter to catch up with the market competitiveness and get closer to consumers (Elena, 2016). In this study, researchers will examine how the role of social media as marketing for universities. The platforms that will be assessed as marketing in higher education include Facebook, Twitter, LinkedIn, Youtube, Whatsapp, MySpace, Pinterest, Instagram, Flickr. Social media platforms can be a CRM in higher education.

CRM can thrive business relations with consumers through strategies and approaches to manage and analyze interactions and data across the consumer life cycle (Chai et al., 2021). It aims to attain, retain, and increase the number of consumers. The primary goal of CRM is to increase consumer loyalty and business profitability (Paliouras & Siakas, 2017). The new era of socmed enables communication among individuals, corporations, and groups worldwide to share and exchange information and ideas interactively (Elena, 2016). Furthermore, the growth has remarkably impacted business and marketing by presenting an information-rich environment for consumers (Hennig-Thurau et al., 2010).

Consumers explicitly show their experience, satisfaction, and dissatisfaction with the quality of a product on socmed (González-Rodríguez et al., 2016). User-initiated content in socmed can investigate the other consumer's decisions (Viglia et al., 2016). Therefore, socmed sites affect business activities. The way consumers collect information can change and reverse the decision-making process (C. H. Li & Chang, 2016). In addition, platforms such as Facebook, LinkedIn, Instagram, and Twitter discuss their online inquiries, recommendations, agreement or disagreement, and dissatisfaction with the consumers regarding product quality or consumer service. Socmed includes social networks such as Facebook, LinkedIn, Instagram, and Twitter, blogs, forums, multimedia sharing platforms (e.g., YouTube), and collaboration features (Yahoo

answers) (Elena, 2016). Over the past couple of decades, technology innovation has launched at an unprecedented rate, as reported in the Vineran study; this innovation knocks off numerous marketing possibilities in online media. Consumers turn to be more engaged in their trademark interactions due to the rapid information exchange within the socmed while providing new features in their explore, assessment, choice, and purchase of products offerings. These initiations are influencing both strategically and tactically marketing practices. Nowadays, socmed have a crucial role in marketing scheme. Socmed's ability to initiate co-created value, link trademarks to consumers, monitor trademark-related discussions and sentiments, guide consumers in decision-making, launch consumer-to-consumer interactions, and transform consumers into trademark advocates (Vineran, 2017). In past years, socmed emerged as the most influential phenomenon. Institutions need to reconsider their strategies due to socmed's remarkable investigate on achieving aims. Firms need to reform their marketing strategies in managing the consumers specifically. CRM strategies and instigating in-house capabilities are redefined due to using technologically advanced apps effectively (Jermstiparsert et al., 2018). Based on the explanation and explanation of the theory and phenomena at the research site in several universities within the scope of LLDIKTI Region II Palembang City Indonesia. This study aims to integrate the socmed apps and launch capabilities for CRM to maintain successful consumer relation management and SCRM performance using socmed as a marketing scheme.

2. Literature Review

One of the judicious business approaches is CRM, underpinned by relation marketing postulation. "Processes consist of procuring, retaining, and partnering with exacting consumers to construct superior value for the firm and the consumer" is the definition of CRM (Parvatiyar & Sheth, 2001). CRM underwent a major shift from a scheme that focused solely on consumer transactions to integrated consumer interactions in 2008 (Shokohyar et al., 2017). Marketers can extract firsthand information about consumers, which use to accomplish greater effectiveness in delivering consumer value by corporations (Parvatiyar & Sheth, 2001; Vivek et al., 2014). Consequently, CRM was renamed to CRM 2.0 or SCRM (Shokohyar et al., 2017). This is due to the rapid development of the times, including in the world of higher education. So that utilising social media in the marketing field is a must in today's sophisticated and modern era.

Research conducted by Sheshadri Chatterjee, et al (2020) proves that SCRM has positive benefits for business profits. Where the use of technology in an organisation has positive implications for business development. SCRM was defined by Paul Greenberg as "a business scheme that uses socmed for engaging consumers to build trust and trademark loyalty" (Woodcock et al., 2011). The introduction of socmed has disrupted marketer relations. This evidence has raised some speculations about applying traditional CRM models and theoretical postulations (Choudrie et al., 2021). Vivek et al. (2014) and Berthon et al. (2012) pointed out that doing business entailed the firm producing value for consumers in the traditional approach. However, socmed is garnering one of the major effects of consumer involvement in value co-creation either through inquiries or in the form of user-initiated content (Berthon et al., 2012; Vivek et al., 2014). Socmed growth has remarkable influences for the business. Socmed brings a value creation environment and information-rich and empowered consumers (Hennig-Thurau et al., 2010). The decisions of other consumers can be affected by user-initiated content (Viglia et al., 2016). Social networking sites are easily changing business activities. They change and reverse how consumers gather information in decision-making (C. H. Li & Chang, 2016). Social networking features can track consumer feedback and proactively respond to consumer satisfaction (Maecker et al., 2016; Xie et al., 2016).

As reported in some studies, corporate social marketing management platforms specifically investigate using FB trademark pages on CRM. Findings revealed that social marketing management interactions help reduce churn risk while increasing corporate selling efforts (Maecker et al., 2016). Other studies argued that firms could easily reach out to the broad consuming public and express their post-service dissonance through social marketing management platforms (Elsner et al., 2010). Social marketing management using FB positively thrives CRM capabilities and firms' performance in increasing consumer retention and building new business relations. The study result also suggested that firms are positioned to initiate

valuation information from their consuming public through social marketing management to increase consumer satisfaction. Moreover, social media adoption in CRM positively increases perceived consumer retention orientation and patronage intentions. However, the study did not report whether the consumer retention orientation is more on the consumers' side than the firm's (Kang & Kim, 2017).

SCRM action to the consumer is determined when airlines provide flight information updates using Twitter, answer consumer questions on a Facebook page, and other fields like Dell (computer manufacturers) leverage SCRM to drive sales advertisings. Thus, it can help corporations launch consumer loyalty and advocacy by creating a positive consumer experience. Consumers will see themselves as partners and contribute to the firm's development. In higher education, SCRM can provide universities a better connection to student. Students are accustomed to using social platforms, primarily from the millennial generation and grew up in the era of Web 2.0 (Wongsansukcharoen et al., 2013).

SCRM turns to be an acronym rolling to the tongues as higher education flocks to the marketing of these marketing staffers. The university constituent's lifetime is as crucial as a product consumer's. At its simplest, the prominent aims of SCRM in corporations are to find new consumers and maintain the existing ones so they can repeat their purchases. Similar aims can be drawn in higher education, i.e., study funders, finding new students and faculty, and retaining them for an extended period. Higher education institution retention is more entrenched in a constituent's life and, hopefully, their legacy (Farnsworth, 2016). The use of SCRM technology solutions in a fast-changing educational environment, characterized by growing globalization, funding cuts, and ever-changing consumer expectations is becoming a must-have scheme in university. It will be more useful, especially for those who want to compete internationally, are forced to restructure their institutions, adjust their business models, and modernize their processes to align with consumer needs. SCRM interest has soared despite confused and frequently conflicting understandings within the university. In university, SCRM implementation can help better manage applicant interaction, ensure more consistent application of processes, and help raise student engagement and focus, increase student retention, loyalty, and satisfaction (Khashab et al., 2022). SCRM allows the university to conduct frequent surveys to measure the students' satisfaction, immediately react to the student demands in the university, and increase student retention, which is of remarkable financial value to HEI management (Daradoumis et al., 2010). Effective adoption and use of SCRM are of increasing importance to running a university (Montenegro de Lima et al., 2020). Based on the explanation of the literature review, this research focuses more on examining SCRM as social media in supporting marketing in higher education.

3. Research Methods

This study used a qualitative method, because this study subjects were from four provinces. The data were collected by distributing questionnaires through Google Form, adapting a proportional random sampling. The sampling of this study, based on the coordination of data from LLDIKTI II with online sampling, contacted representatives of universities spread from four provinces under the coordination of LLDIKTI II of the Republic of Indonesia. This study had gathered of 2141 students as informants [1304 (60.9%) male and 836 (39.04%) female from the four provinces.

From the 2141 informants, 567 (26.48%) were from South Sumatra, 417 (19.47%) were from Lampung, 824 (38.48%) were from Bengkulu, and 333 (15.55%) were from Bangka Belitung (Figure. 1).

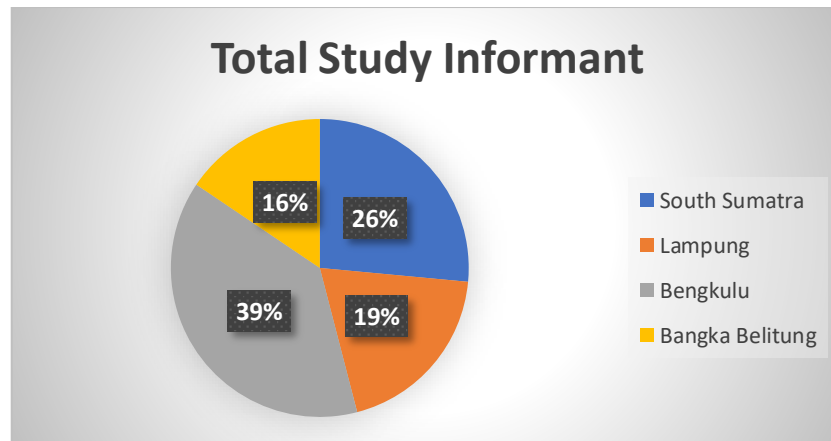


Fig. 1. Total study informants

Questionnaires are interviews that are compiled based upon open and closed approaches. In the open interview techniques, the informants get the opportunity as reported in their sentences, while in the close techniques, answers are provided for informants to select from (Sangadji et al., 2010). Further data analysis is carried out using the ATLAS.ti program (ATLAS.ti, 2021), which aims to help organize, code, and analyze data in an efficient and structured manner. The numerous types of data, such as audio data, video data, image data, as well as written data can be read by this software, also classified using qualitative data analysis and study software with Microsoft Excel program.

This study analyzed data used A coding approach named open, axial, and selective coding stages (Creswell. J. W., 2012). The questionnaire attained descriptive data, and the main themes of the problem were investigated through in-depth analysis. Furthermore, data analysis was conducted using the ATLAS.ti program, and was classified using the Qualitative Data Analysis Software with the Microsoft Excel program.

In the open coding stage, researchers make an initial selection of data obtained from questionnaires, displaying initial data neatly. The second stage of axial coding, researchers conduct initial selection, further selection until finding the themes discussed in the findings of this study. The final stage is selective coding, where researchers make main selections and draw conclusions from research findings.

An expert statistical investigation was carried out by three experts for the evaluation of the online questionnaire used in this study. The experts consist of experts in the fields of languages, computers and technology. Campus approval was attained from universities in South Sumatra, Lampung, Bengkulu, and Bangka Belitung. The informant's data was guaranteed to be confidential, and the data from the response findings could not be accessed other than the committee. In this study, either a survey questionnaire or an actual interview was used, taking interview questionnaire data with the help of Google Form. Informants in this study were university students. This study was conducted in 2021.

This study adopted a qualitative study with a narrative model design (Creswell, 2014). The informants were students at universities in South Sumatra, Lampung, Bengkulu, and Bangka Belitung, Indonesia. Furthermore, a sample of $n = 350$ was investigated by proportional random sampling approach (Creswell. J. W., 2012). The criteria for informants in this study include (1) active students in private universities in four provinces (South Sumatra, Lampung, Bengkulu, and Bangka Belitung), (2) male and female gender, and (3) willing to be a study informant.

4. Results and Discussions

A. Results

Mobile apps, mass socmed, internet, and other digital communication gadgets have turn to be the part of billions people's daily lives in around the world. This indicates that socmed is the most extensively used medium in attaining information about universities. In fact, since 2019, socmed has turn to be an integral element worldwide. Approximately 2.95 billion people are active users globally. This means that digital marketing and socmed allow universities and corporations to accomplish marketing aims at relatively low costs due to the large number of

socmed users. The findings of this study indicate that the information sought from tertiary institutions includes information on staffing, tuition fees, student activities, accreditation of study programs, alumni, university locations, student needs, lecture information, collaboration links, university accreditation, and facilities. The most sought-after is the requirement to turn to be a student, with as many as 1158, while the most visited socmed to attain information are Facebook, Instagram, and Twitter. The implication of this finding is that through SCRM in the form of the use of social media can help and improve information marketing for universities. SCRM through the use of social media is also a marketing strategy in an all-digital and modern era.

1. Informant demographic data

Informants consist of students who are studying in a university. The number of subjects involved in actual data collection amounted to 2141 students, with 1304 male and 836 female students. Informants came from four provinces, with the following division: South Sumatra (567 students), Lampung (417 students), Bengkulu (824 students), and Bangka Belitung (333 students). Indeed, the responses from students from each university were not listed in writing in the study, but the findings of student explores using socmed were evidenced by the existence of different graphs for each university, as presented in Figure 1.

2. Marketing scheme in university

The purpose of marketing is to guarantee consumer satisfaction (Maringe, 2005). The university's acceptance to provide satisfaction to students can be classified into levels, i.e., core, tangible, and ancillary products. First, students benefit from the degree awarded in employment, status, and lifestyle. Second, tangible attributes include campus layout, libraries, laboratories, and sports facilities. Third, additional products consisting of intangible attributes include library membership for graduates, student loans and finance, employment, or placement services (Levitt, 1980). Finally, information in marketing strategies can resolve conflicts from activities related to marketing a product (Haryantini et al., 2019). Figure 2 shows some of the ways students can attain information about universities for the first time.

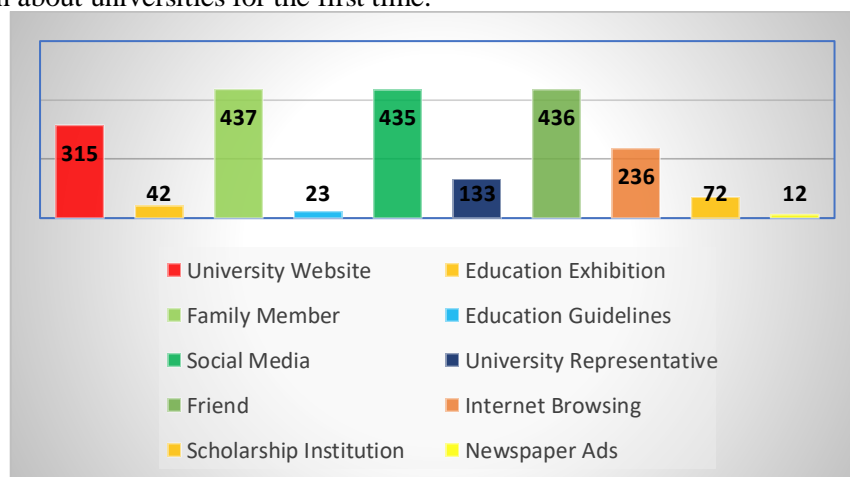


Fig. 2. How Students Find Information About A University For The First Time

As presented in Fig. 2, a total of 437 informants initially discovered information about the university from their family members, 436 from friends, and 435 through socmed. Meanwhile, the least is through newspapers (12 informants). Because in the study questionnaire, there are universities that provided respond to the questionnaire at least 12 responses, so that it makes concerns about marketing strategies through questionnaires, which it does not cover the probability that many explore findings are on target and understand the scheme for the college's marketing. Television is included in newspaper advertisements, website, and radio are included in Internet browsing, while programs and events are included in university representatives. Browsing is the activity of surfing the Internet to get any information without limits. Getting this information required a software application known as browser. Here, 236 informants browse the Internet.

3. Relations of socmed and marketing scheme

Mobile apps, mass socmed, internet and other digital communication gadgets have turn to be part of billions people's daily lives in around the world. In January 2020, 4.54 billion are active Internet users, it must be the same as 59% of the global population (Statista, 2021a). This means socmed has turn to be an integral element worldwide since, especially that globally in 2019, 2.95 billion people were active users. This Fig. is expected to increase to nearly 3.43 billion by 2023 (Statista, 2021b). Digital marketing and socmed allow corporations to accomplish marketing aims at relatively low costs (Ajina, 2019). People spend more time online exploring for products and services, communication among the consumers about their experiences, and engaging with corporations (Stephen, 2016).

Corporations can link with consumers, increase brand awareness, receive feedback, investigate consumer attitudes, thrive newest products and services, and increase sales through the socmed (Algharabat et al., 2018). In addition, consumer complaints can be directly communicated to millions of people (electronic word of mouth is negative) to impact the business concerned negatively (Javornik et al., 2020). The findings revealed that socmed is the most extensively used to attain university information, as presented in Figure 3.

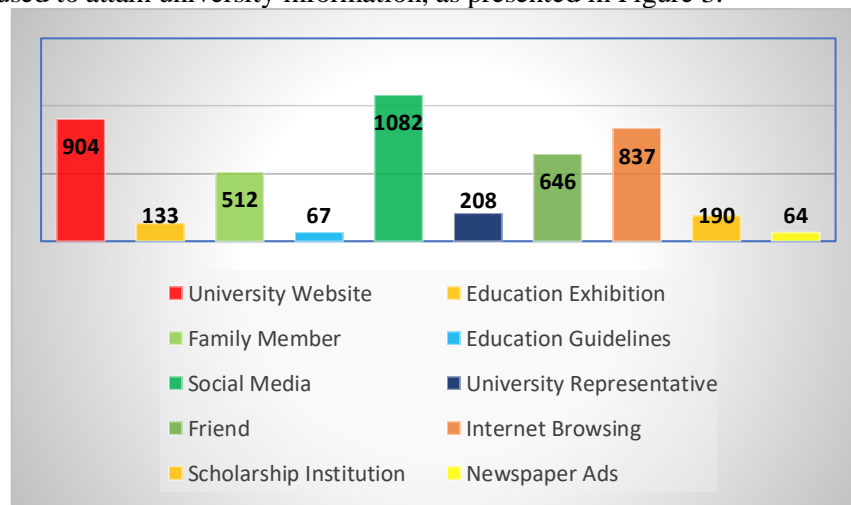


Fig. 3. Media Used To Find Information About A University

As presented in Figure 3, the most extensively used media to attain information about universities is socmed (1082), followed by university websites (904) and through friends (646), while newspaper ads are the least used (Hillsbery, 2014). Every student has a large network of friends to get information about education, including families who have networks to find information about universities, as evidenced by the findings presented in Figure 4.

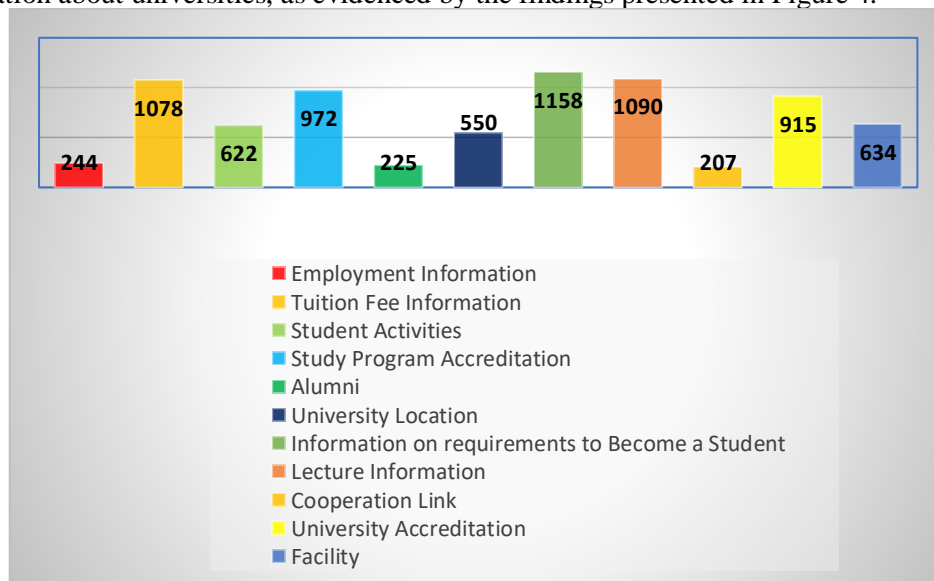


Fig. 4. Information sought from a university

As presented in Fig. 4, the information sought from universities includes personnel information, tuition fee information, student activities, study program accreditation, alumni, university locations, information on student requirements, lecture information, collaboration links, universities accreditation, and facilities. The most sought-after are the requirements to turn to be a student (1158), followed by information about lectures (1090) and tuition fees (1078).

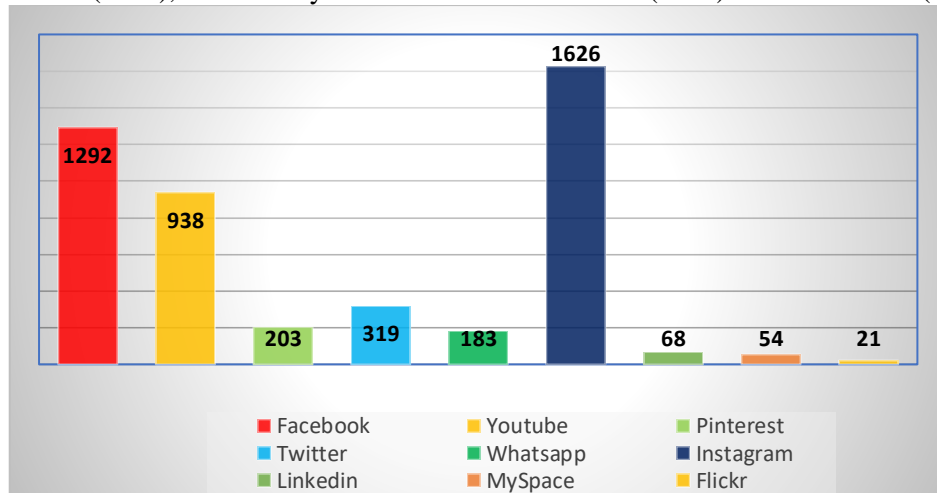


Fig. 5. Ownership Of Socmed Accounts While Still In High School/Equivalent

As presented in Figure 5, socmed accounts used and owned by students while still in high school were Instagram (1626), Facebook (1292), and YouTube (938).

4. Socmed recommendations for marketing scheme

From a marketing scheme perspective, socmed interactions require processes that allow corporations and consumers to exchange resources. Hollebeek et al. (2016) provided an example of exchanging knowledge and features when interacting with corporations. The linkages and interactions between firm to consumers and consumers to consumers can be considered judicious resources, transformed into marketing capabilities (Morgan et al., 1999). An example is SCRM capabilities, where corporations launch competencies to use the information initiated to ascertain and launch loyal consumers (Trainor et al., 2014). Marketers can strategically launch different resources based upon institutional resources and capabilities, as the role of socmed expands from a single communication tool to procuring consumer and market knowledge. The marketing scheme is an integrated pattern of institutional activity based upon a careful assessment of consumer motivation to use socmed related to trademarking and engagement initiatives. Therefore, it is necessary to turn these media (network) and interaction (investigate) into a valuable judicious means to accomplish the desired marketing findings (F. Li et al., 2020). The findings revealed that Instagram is the most frequently visited socmed to attain university information, as presented in Figure 6.

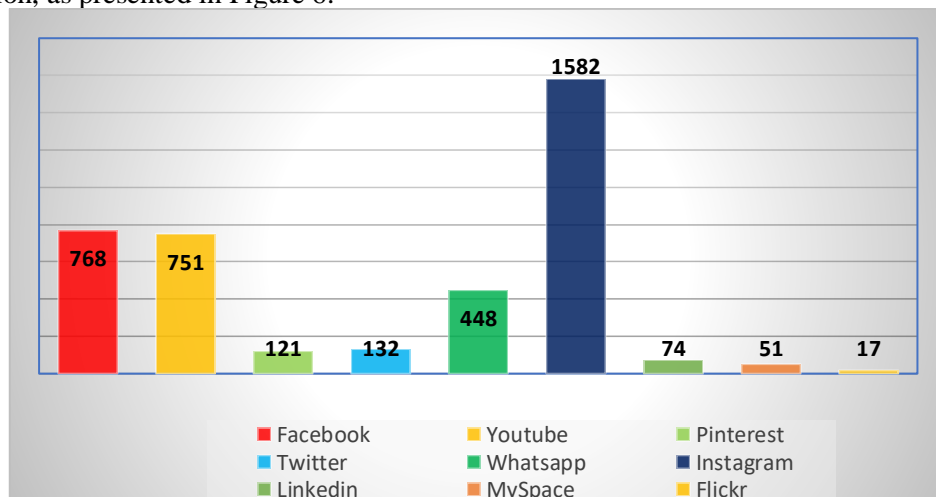


Fig. 6. Socmed Used To Attain Information About A Particular University

As presented in Figure 6, the most visited socmed platforms to attain information about universities are Instagram (1582), Facebook (768), and YouTube (751).

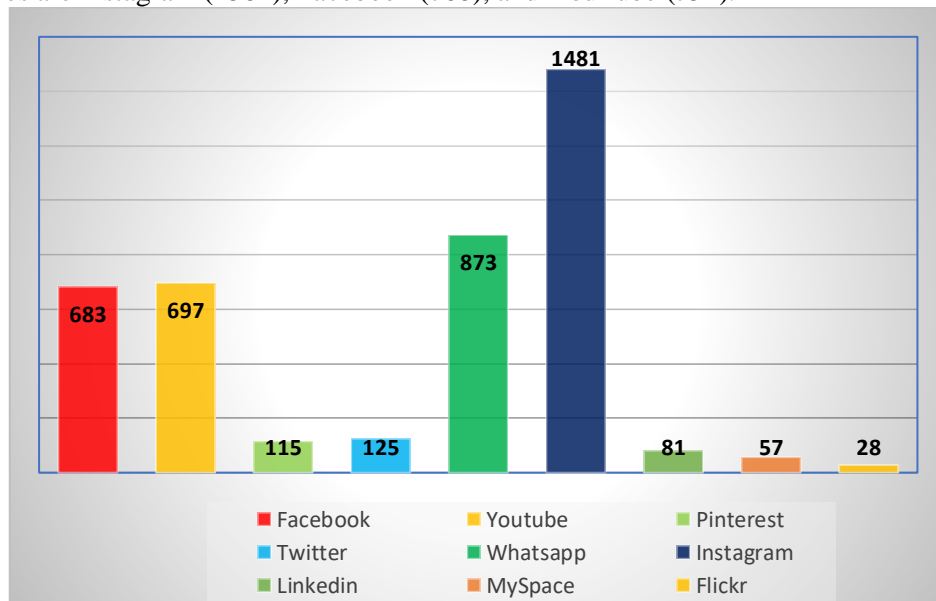


Fig. 7. Most Influential Socmed In Selecting A University

As presented in Figure 7, Instagram is the most influential socmed platform in selecting a university, followed by WhatsApp, YouTube, and Facebook, while Flickr is the least used. Figure 7 shows the socmed recommendation to help students find a suitable university. Findings show that WhatsApp is the most recommended for helping students find university information, followed by Facebook, YouTube, and Instagram.

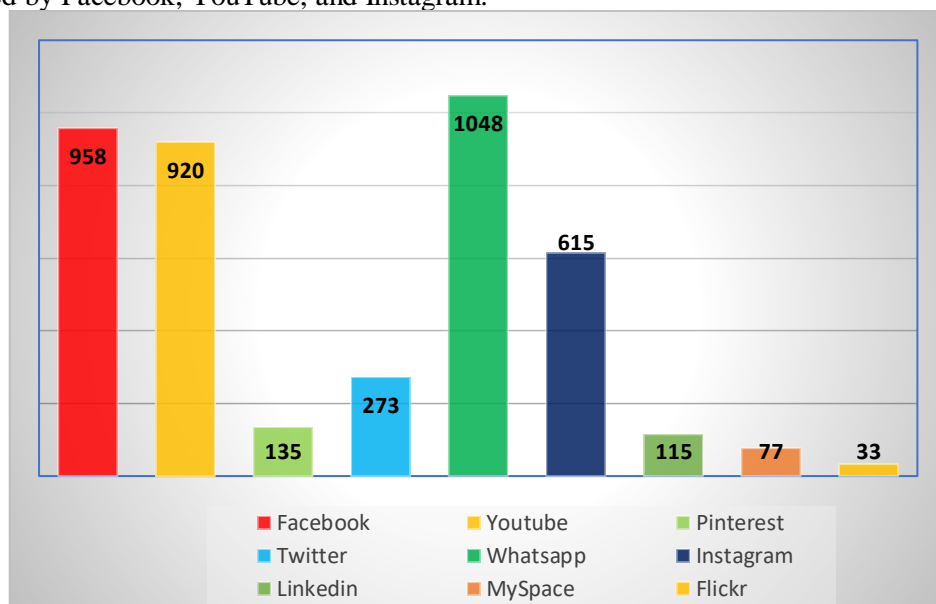


Fig. 8. Socmed Recommendation To Help Students Find University Information

B. Discussion

Most universities need a marketing scheme to promote its study program. This research found that through SCRM with the use of social media can provide development and improvement of information marketing for universities. These findings are in line with previous research that SCRM is designed to engage consumers in collaborative conversations to provide mutual value by incorporating social network features and analyzing the behavior of recipients and business users (Prasetyaningrum et al., 2016). Socmed is an effective e-commerce platform that helps to increase interactions between consumers and sellers and between consumers (Sago,

2010). The interaction has been revolutionized using these media, resulting in a considerable impact in the business world (Aral, 2010; Sago, 2010). These relations play a crucial role in business growth and planning, specifically with the widespread use of YouTube, Twitter, and Facebook (Ghezzi et al., 2016; Malthouse et al., 2013). In university advertising, hashtags must be used in every post, whether through YouTube, Instagram, and Facebook, both in the form of photos, videos, and information, making it easier to access and explore about universities. This media also gets wide impressions and likes.

The first information attained was through family members, friends, and socmed. About 435 students attain information about universities for the first time through socmed. Furthermore, it helps conversations reach a wider audience by utilizing the postulation of “long tail,” which means that conversations can be conveyed to numerous forums. Therefore, information disseminated through socmed can be reached quickly. Newestly, people do not have to waste more time sending messages through instant messenger or tweet, and it is easy to get a swift response (Edosomwan et al., 2011). This study revealed that 1082 informants used socmed as a medium to attain information about universities. This is in line with Tucker’s findings (Tucker, 2021), where more than 40% of young people seek information about universities and courses through socmed. Hillsbery (2014) also found that more than 78% of young people in the university use socmed regularly.

The most sought-after information is the requirements to turn to be a student (1158), information about lectures (1090), and information on tuition fees (1078). Akar (2012) found that academic reputation and university prestige are the most important factors influencing this option, while the university’s location ranks second. It was concluded that students tend to select universities close to their families. In addition, their options are investigated by numerous sources of information, such as university websites, parents, peers, and lecturers. Makalesi (2018) reported that the factors students seek are the probability of employment after graduation, graduation degrees, tuition fees, and living conditions in the city where the university is located.

Socmed accounts used by students while still in high school were Instagram, Facebook, and YouTube, with 1626, 1292, and 938 informants, respectively. Nagel (2018) revealed that students almost universally used Instagram and Facebook, regardless of the institution or program level. However, LinkedIn and Twitter are primarily used by undergraduate and graduate students, while Tumblr and Snapchat were much lower in prevalence among undergraduate and graduate students. Facebook and other socmed platforms are recommended to increase product advertising for marketers and corporations through viral marketing. More than 1 billion consumers can be connected through these media (Bar-Yam, 1997; Barabási, 2009). Meanwhile, Facebook, Twitter, YouTube, Twitter, Instagram, Snapchat, and Tumblr are active in young-adult phase. In total, 88% of 18–29-year-olds use socmed compared to 78%–37% of the older age group. Furthermore, since they are either studying in college or working, young adults spend over 3 h per day on socmed than older adults (Ilakkuvan et al., 2019). From the findings of this study, the most extensively used socmed for accessing about universities are Instagram, Facebook, and YouTube. Instagram is the main socmed in finding information on universities, and this is very influential platform in choosing a university.

Instagram was launched and had the first appearance in 2010 as a photo-sharing platform. New features such as videos, socmed, and story sharing have been added over time, contributing remarkably to its growth (Ellison, 2017). Young generation is reached by Instagram and is more attractive to the public than other social networking services (Abbott et al., 2013; Salomon & Salomon, 2013). Young people spend more time on Instagram than on Facebook (Ghezzi et al., 2016), due to their high motivation to take photos or Fig.s using their mobile phones, which can share them with others instantly. Therefore, sharing Fig.s rather than words alone has made communication with friends and more comprehensive users sharing ideal and convenient interests (Bakhshi et al., 2014).

Another study revealed that the physical and digital worlds connection of Instagram enhances online presence, identity, and gaining interactions for personal reasons and business purposes (Abbott et al., 2013). As it functions as a socmed channel where individuals, corporations, vendors, and interest groups can quickly join, Fig.s uploaded can be reposted, thereby speeding up the dissemination of information (Karimkhani et al., 2014). Many offline

traditional institutions are slowly incorporating social networking services into their businesses to efficiently communicate with actual and potential consumers (Hiram et al., 2015).

WhatsApp is the most recommended socmed to help students attain university information owing to its multimedia features, group chat, and unlimited messaging (KARTAL, 2019). In addition, WhatsApp groups have social and technological benefits to support the implementation of online communication with the participation of many people. They also allow their users to make specific announcements, share ideas, and support online discussions (Shahrul & Wibawa, 2021).

The reasons for using socmed to select a university are ease of access (1525), complete information (1236), updated information (1181), and attractive display (704). Meanwhile, socmed plays a role in the continuity of students seeking information, news, education, insight, and long-distance contacts. Socmed users can communicate and share information without considering constraints such as cost, distance, and time (Soliha, 2015). Newest, distance and time are no longer a problem for young people. It enables communication between teenagers or students traveling long distances from their families and people far from their partners.

This convenience follows socmed offers that do not require face-to-face contact to bring both parties together remotely. It is a medium for learning entrepreneurship and fostering interest for teenagers to turn to be entrepreneurs. Many young entrepreneurs have businesses through socmed. This is because people find it easier to make purchases with a single click without leaving the house. The ease of finding numerous sources makes socmed a primary need (Yohanna, 2020). Advertisings carried out will affect feedback for information on universities when socmed is used as a means. However, if socmed is not promoted properly and actively, then the findings attained will be less in the college level, because competition between universities is getting tighter due to more and more universities.

5. Conclusion

This study concludes that SCRM can be a marketing scheme for universities by using socmed to disseminate information related to higher education. This is due to ease of access, complete and updated information, as well as attractive display. However, the use of SCRM with socmed should be accompanied by increased advertising intensity, attractive display, and content in the form of university excellence, as well as academic and non-academic lecture information. This study is expected to be a source of information and teaching material regarding marketing strategies. Further studyers are expected to be able to conduct more in-depth study related to marketing strategies using socmed.

This study discusses the benefits of socmed used as a means of advertising of universities. Suggestions for further studyers when studying the same problem are suggested, such as the use of quantitative study methods, with the aim of measuring the effectiveness of socmed, especially Instagram, Facebook, and YouTube as advertising media. It is hoped that further study can be launched. This study is expected to be an example for business people who have not used socmed, in addition to their offline characters or places, and the need for supported online media, because it has a fairly large impact on sales. On the other hand, in college marketing, more hashtags must be used in every uploaded photo, page, and video, such as when there is a promo, because hashtags will make it easier for consumers to locate and can increase the number of likes. It is hoped that this study can be used as a reference for further study with the advertising theme.

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