LITERATURE REVIEW: THE USE OF DIGITAL MARKETING IN THE PROMOTION OF EDUCATIONAL INSTITUTIONS

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Abstract
Technological advances in the use of the internet are changing the way humans meet personal needs and engage in social interactions. Educational institutions respond to changes in progress, such as being used as digital marketing media. S eeing the amount of literature on digital marketing in the promotion of educational institutions, this research method uses qualitative research methods with a type of literature review. Stages of research conducted, ranging from the collection of articles, article reduction, article display, discussion, and conclusions. Research data sources in the form of national and international journal articles in the last 5 years. The results showed that educational institutions that have promoted themselves through digital marketing, in addition to responding to technological advances, also respond to changes in customer or student behavior in order to create satisfaction through an interesting, responsive and interactive experience. The Media and strategies used include websites, advertising, sharing information through social media accounts, and sending electronic messages or short messages. Digital marketing affects students and parents who have not yet determined the school, while those who have already determined the school will add information

Keywords: Digital Marketing; Promotion; Educational Institutions

INTRODUCTION

Advances in Information and Communication Technology (ICT) have an impact on human life. Currently, humans carry out human daily activities side by side with technology, both for their own benefit and for social interaction. One of the technological advances includes the use of the internet. The Internet is changing the order and way of life of humans from traditional to digital. In addition, digitalization also triggers academics and industry practitioners to constantly respond and adapt (Oztemel & Gursev, 2020).

Education is one of the sectors that responds to these technological advances. Among the uses of ICT is promoting educational institutions, also known as digital marketing. Digital marketing has several terms, including "online marketing, internet marketing, and web marketing." (Harbi & Ali, 2022). Marketing itself is the process of distributing a product, good, or service to the public or consumers, which is expected to meet the needs of consumers so that it can benefit both parties, namely satisfaction (Ariyanto et al., 2023). While digital marketing is a way of disseminating information or content to internet users on a large scale. Social Media is an application that is widely used to reach the community (Jain et al., 2022). In the context of promoting educational institutions, digital marketing can be used to increase visibility and reach the target audience, namely prospective students or parents who want to find information.

Internet users in the world reached 5 billion, while in Indonesia, as reported by We Are Social, there are as many as 212.9 million. This figure puts Indonesia in the position of being the 4th largest internet user in the world (Maddalena, 2023). This has potential for digital marketing actors in the promotion of educational institutions. Hence, educational institutions need to adopt effective marketing strategies using the internet to increase visibility and attract the interest of prospective students.

Internet access from mobile phones is also a success factor in the promotion of educational institutions. As many as 91 percent of the number of internet users accessing the internet from mobile phones among school-age (Almaidha, 2023). Promotion of educational institutions through digital marketing is also assessed in terms of efficiency in terms of cost, thus making it easy for marketers and consumers to interact (Merisavo, 2006). This digital marketing strategy is more prospective because it allows prospective students to get all kinds of information about products and transact over the internet. On the one hand, this digital marketing makes it easier for educational institutions to monitor and provide the needs of prospective students. On the other hand, prospective students can also

search and obtain information through cyberspace, making it easier to find schools without geographical restrictions or time limits.

A n important advantage of digital technology is the high frequency of communication or interaction that occurs between manufacturers and customers through a fast information distribution process, which indicates the existence of branded communication with high frequency. Merisavo illustrates the pattern of an integrative model of using digital marketing to meet customer interests. (Merisavo, 2006).
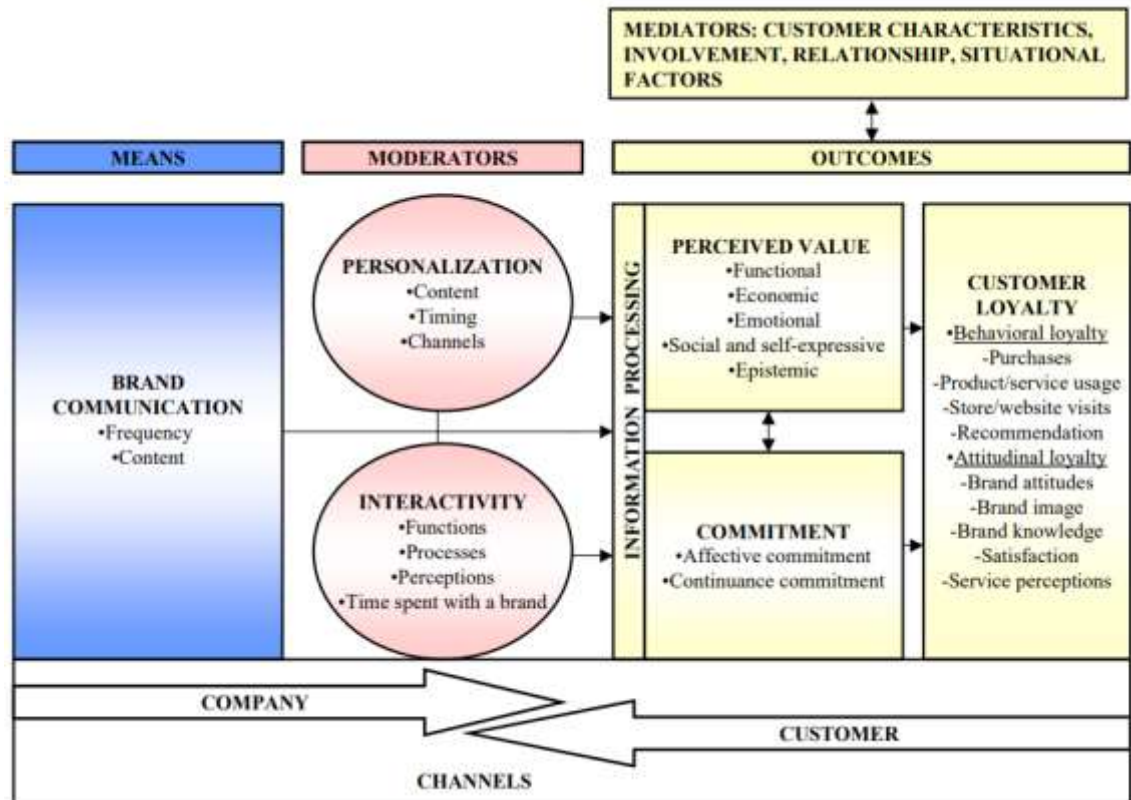
Picture 1
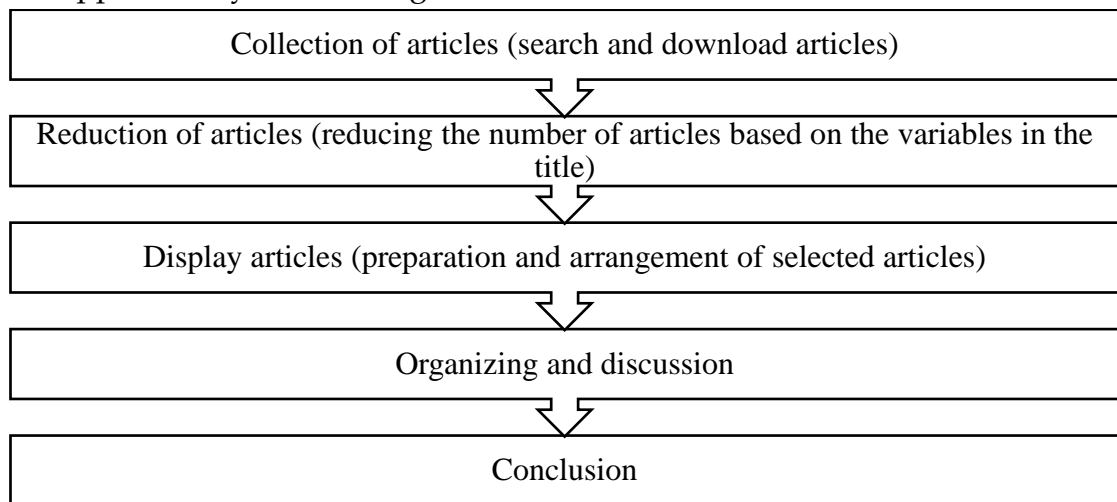**An integrative Model of the use of Digital Marketing against customer interests**

The digital marketing media use in order to promote Islamic educational institutions cannot be separated from the role of leaders who are positive leadership (Qodriah et al., 2019; Erik et al., 2024), such as ethical leadership, also paying attention to communication aspects , and surrounding culture (Syabibi et al., 2021; Widiantari et al., 2022; Kultsum et al., 2022; Rinto et al., 2020). Another context that needs to be seen is role models and character (Fikriyah et al., 2021; Mansir, F., & Karim, A. 2020) and implemented creatively (Casta et al., 2021), also being aware of shortcomings. facilities so that activities can be accepted by anyone (Purnomo et al., 2022).

The results of research on digital marketing in the promotion of educational institutions found quite a lot, from elementary school to college. Therefore, researchers feel the importance of a literature review by collecting articles that have been published. The objectives of this study are as follows: 1) knowing the studies and research results of other researchers based on the focus of this study; 2) a literature review will expand the meaning of previous studies to produce future research; and 3) researchers can integrate some of the studies (Asbar & Witarsa, 2020).

Through this literature review, it is hoped that it can be useful for educational actors and other researchers in order to maintain the existence of education, especially a way of promotion that adapts to the times, namely using information and Communication Technology, in this case the internet and social media.

METHOD

This study uses a descriptive method of qualitative literature study that aims to describe the findings of researchers in several journal articles. The object of study in this study is articles from national and international journals published from 2015 to 2023 because many publications on digital marketing began to appear that year. The stages used are :

Collection of articles (search and download articles)

Reduction of articles (reducing the number of articles based on the variables in the title)

Display articles (preparation and arrangement of selected articles)

Organizing and discussion

Conclusion

Picture 2
Stages Of Literature Review (Marzali, 2016)

Collection of articles using the keywords digital marketing and promotion of educational institutions. The next step after the article is collected is to reduce the article by reading the abstract to determine whether the problems or variables discussed are in accordance with the research. Furthermore, the data displayed is the result of records of important parts relevant to the research problem. The

next step is to discuss the summary of results or findings sorted according to the year of publication of the journal, then an analysis of the contents contained in the research objectives and results/research findings, and the last step is the conclusion of the literature.

RESULTS AND DISCUSSION

Along with the development of technology, especially the internet, it has changed consumer behavior in finding information about products or services that were previously conventional and turned digital. Educational institutions, in reaching their promotional targets, certainly do not want to be out of date. Education managers are trying to survive these changes in consumer behavior by innovating in marketing (Hutomo et al., 2022). Digital marketing is one way to meet customer satisfaction. Promotion through internet media becomes an informative image when consumers are looking for a product or service. This is a factor in fostering trust. (Rawat et al., 2022).

An article entitled The Role of Digital Marketing In The Education Sector written by Prof. Vesna Baltezarevic, PhD Mention that prospective students who are currently dependent on the internet will find information about universities through the website. Of course, if this website continues to update, be informative, presents the needs of students through content and interactive will be more chosen (Baltezarevic, 2023). As we know, most young people spend their free time surfing the internet. Of course, promotion through digital marketing has potential. Moreover, the analysis and conclusions of prospective students are supported by interactive services from the educational institution's service contacts.

Further more Gondane and Pawar (2021) mentions that digital marketing is the best way to reach a large portion of today's student population for several reasons. Some of these reasons include:
a) online search for educational and training courses.
b) students spend more of their time on the internet than in front of other media such as television.
c) advertising on the internet is very effective compared to offline advertising
d) internet provides audio and visual advertising.
e) most parents and students today are well versed in assessing a school or college through its website, reviews, and ratings.
f) internet is the most preferred channel for parents and students consider the web as a convenient means to carry out the registration process or any other necessary process.

Digital marketing is certainly not solely a desire of an educational institution, things that drive these changes include changes in the behavior of prospective students. Digital marketing is oriented towards the satisfaction of prospective students, through good two-way communication, for example, educational institutions can respond quickly to the needs of prospective students. On the other hand, in terms of budget, educational institutions will have to allocate specifically for this digitization, however, it can make savings compared to traditional marketing styles, which promote the creation of a larger consumer base and greater satisfaction (Baltezarevic, 2023).

Rapitasari in her article wrote some tips for changing from traditional marketing to digital marketing, namely :

a) media that prioritizes comfort and provides an experience for customers.

b) the speed of access in finding needs is also an important factor so that customers feel comfortable. Therefore, the sooner a product or service is presented, the more the customer will feel the fulfillment of his expectations, because the customer values his time very much.

c) user-friendly features do not make it difficult for customers to access information.

d) the quality of the products presented is superior.

e) complete information because digital marketing will also be carried out by other competitors. If our institution is complete, potential customers will find it sufficient (Rapitasari, 2016).

Hardi et al(2022) mentioned that the most frequently used digital media in a series of educational institution promotions are 1) interactive websites 2) using paid searches such as google ads 3) providing information through social media such as Instagram, Facebook, You tube, Whatsapp, Titok, 4) sending messages via Email and Short Message Services (SMS).

Meanwhile, in an article written by Gondane and Pawar explained that after implementing the type of media implementing strategies that are: Search engine optimization (SEO), Paid search, Display advertising, Social media marketing, Content marketing, Email marketing, Influencer marketing, and Affiliate marketing (Gondane & Pawar, 2021).

Digitization has a positive impact on marketing in the interaction of institutions with customers (Harbi & Ali, 2022). Digital marketing has an important role in influencing prospective students and parents who are still looking for college information and have not made a choice (Makrydakis, 2021). One of them is the use of video marketing, which gives a real impression, because most prospective students, when looking for information about universities, want a more general picture of what they offer, rather than specific information

about academics alone, but more broadly, like the atmosphere of the campus (Baltezarevic, 2023).

Furthermore, digital marketing through brand image which has an effective role in influencing prospective consumers or students, among the most influential promotions are testimonials from alumni of the University (Zulfikar et al., 2022).

From the above explanation educational institutions it is time to change the way of promotion into digital marketing to reach prospective students, by increasing the usage of email marketing, affiliate marketing, content marketing, and search engine optimizations and marketing automation for enrolling and engaging students and prospects in various programs (Harbi & Ali, 2022).

CONCLUSION

Technological advances in the field of the internet have provided variations in the promotion of educational institutions. Moreover, changes in the behavior of customers or students, which are one of the factors of change, need to be responded to through digital marketing. Customer satisfaction is the main goal of digital marketing, where customers can get more real information and an interesting experience that is responsive and interactive. The types of media and strategies used in digital marketing are websites, placing advertisements, sharing information through social media accounts, and sending electronic messages, or SMS. The presentation of information through digital marketing affects students and parents who have not yet determined the school, and for those who have already determined the school, it will help them access various kinds of information.

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