The influence of social media of Universitas Negeri Yogyakarta Gunungkidul Campus to create brand image on student decision making

Anugerah Tesa Aulia
Universitas Sebelas Maret, Indonesia
Email: geratesaaulia@student.uns.ac.id

Ign. Agung Satyawan
Universitas Sebelas Maret, Indonesia
Email: agungsatyawan@staff.uns.ac.id

Albert Muhammad
Universitas Sebelas Maret, Indonesia
Email: albert_muhammad@staff.uns.ac.id

Abstract

In 2020, Universitas Negeri Yogyakarta (UNY) opened a new vocational campus in Gunungkidul Regency. The Socialization of UNY Gunungkidul campus by the admission department cannot be performed face-to-face due to the Covid-19 pandemic. Therefore, UNY Gunungkidul Campus socializes the enrollment programs via online mode. The opening of the campus aims to equalize and improve the quality of high school education in Yogyakarta. Gunungkidul is the regency with the second highest number of poor people in

Yogyakarta. UNY Gunungkidul Campus utilizes social media as a promotional media to support the formation of a brand image for student decision making. This study employed a descriptive quantitative approach using a Likert scale measurement. The population in the study was 502 students. The samples were calculated using the Albert Harkin & Colton table formulation which obtained 90 respondents. This analysis utilized SPSS 16 software. The results of this study show that 64.5% of 2020 student decision making is influenced by social media, although the promotion is still centered on the UNY Official account.

Keywords: *Social media, brand image, UNY official, UNY Gunungkidul, decision making*

INTRODUCTION

UNY is one of the State Universities in Yogyakarta that opens a pathway for student admissions through tests. In 2020, UNY opened a new vocational campus in Gunungkidul. Unlike in previous years, the socialization series of the new UNY Gunungkidul campus could not be done face-to-face. The socialization was formerly carried out by going to school, but it is currently performed using different mode due to the COVID-19 pandemic that becomes endemic in Indonesia. Various media were utilized to promote the UNY Gunungkidul campus to the public. The opening of the UNY campus located in Kepuh, Semanu, Gunungkidul aims to equalize and improve the quality of high school education in Yogyakarta. Gunungkidul is the regency with the second highest number of poor people in Yogyakarta. Based on data from the Central Statistics Agency, the number of poor people in Gunungkidul from 2015 to 2019 decreased, although it was not so significant. The number of poor people in Gunungkidul is still relatively high compared to other districts/cities.

On the other hand, according to the Ministry of Research, Technology and Higher Education, the establishment of the UNY vocational campus in Gunungkidul indicates the first public campus in the regency. Based on data, the first batch of UNY Gunungkidul campus enrollment in 2020 offers a capacity of 600 students. In the midst of the covid-19 pandemic with all the limitations and restriction, the UNY admission department has taken many efforts to socialize the UNY Gunungkidul campus. One of them is socializing the admissions programs via online modes. This is also to support the formation of a brand image during the pandemic. Some of the activities carried out to promote UNY Gunungkidul include: holding online talk shows via Youtube

or live Instagram, conducting activities with the community around the campus, inviting school principals in Yogyakarta via offline with strict health protocols, visiting several school teachers outside the campus in Yogyakarta province (Tulungagung, Pamekasan, Sumenep), and through newspapers and on social media. According to Kusumawati (2019), by the end of 2019, the major population was students at the age of 18-25 years old. Also, more than two-thirds of these students say that they prefer to receive a mobile messages for any updates which makes mobile marketing crucial for the educational sectors. Institutions regardless of their geographic location place a high value on social media during the most appropriate promotional process (Martin, 2015). To reach the intended targets, UNY strives to create creative and attractive content that has easily accessible format. One of them is creating creative content through social media Instagram and Youtube. Based on this phenomenon, the social media use is closely related to the internet and digital technologies in achieving marketing goals.

In addition, this research aims at investigating the influence of social media on student decisions in selecting study programs. This research is motivated by previous research conducted by Rusnandar (2020) on the factors that did not affect the decision to choose a study program, namely education and the occupation of the family head. In contrast to the previous studies, this study aims to determine the influence of social media at UNY Gunungkidul campus to form brand image on the 2020 students' decision in the selection of the UNY Gunungkidul campus.

LITERATURE REVIEW

Social media

Social media becomes an important component of digital marketing. Social media is a means for consumers to share text, image, audio, and video information with each other and with companies, and vice versa. Social media allows marketers to shape their public voice and presence online. They can amplify other communication activities in a cost-effective manner.

Social Media Platforms

Social Media applications can be classified differently based on their scope and function such as: general mass, professional networking sites, photos and videos sharing, and knowledge sharing (Kietzmann et al., 2011).

Social Media Characteristics

The social media have different characteristics. Some are for friendship like Facebook, Path, Instagram, and Twitter, while others are for finding and building relationships like Linkedin. In addition, more personal media such as electronic mail (e-mail) and text messages are also utilized. Search engines like Google and Yahoo can also be empowered. Moreover, business actors can also take advantage of blogs or personal websites (Purwana, 2017).

In the journal User Participation of Social Media, five main characteristics of social media include as follows (Chan-Olmsted, et al 2013). *Participation* is an action oriented towards user involvement in using social media, in the form of frequency of visits and duration of use. *Openness*, a condition when social media access information and share certain content seamlessly. *Conversation*, is the spread of conversation quickly due to the ease access with the net that occurs on social media. *Community*, which is an alternative mechanism for individuals or organizations to form communities that have the same interests formed in social society. *Connectedness*, social information which has viral characteristics and makes it easy for users to connect with one another.

According to Rulli (2015), social media has the following characteristics. *Network* is an infrastructure that connects computers with other hardware. This connection is necessary because communication can occur computers are connected, including data transfer. *Information* becomes an important entity in social media because social media users create representations of their identities, produce content, and interact based on information. *Archives* for social media users, archives become a character explaining that information has been stored and can be accessed anytime and through any device. *Interactivity,* social media forms a network between users that does not just expand friendships or followers, but must be built with interactions between these users. *Simulation of society Social,* media has the character of being a medium for society (society) in the virtual world. Social media has a uniqueness and pattern that in many cases are different and are not found in a real society. *Content by users (user-generated content)* on social media, content is owned and based on contributions from users or account owners. UGC is a symbiotic relationship in a new media culture that provides opportunities and flexibility for users to participate. This is different from the old (traditional) media where the audience is limited to be a passive subject or target in the distribution of messages.

Based on the data above, the 5 most frequently used social media in Indonesia include as follows.

1. Youtube

   Youtube itself is a social media that allows its users to view, send, and share videos. Based on data from "We Are Social", 88% of Indonesians have used the social of Youtube.

2. Whatsapp

   In the second place, the most widely used social media in Indonesian is WhatsApp. Whatsapp or abbreviated as WA is a social media chat utilizing an internet connection. Based on data from We Are Social data, 83% of Indonesians have used WhatsApp.

3. Facebook

   Facebook is a complete social media because we can communicate with other people, share videos, create a group or association, make a schedule together, and so on. Based on data from We Are Social, 82% of Indonesians use Facebook.

4. Instagram

   The next type of social media used by Indonesians is Instagram. Instagram is a social media that allows users to share photos and videos and create short stories on the stories feature. Based on data from We Are Social, 79% of Indonesians use Instagram.

5. Twitter

   The next type of social media utilized by Indonesian is Twitter. Twitter is a social media that allows users to send and read text messages up to 200 characters or more commonly known as chirps or tweets. Based on data from We Are Social, 54% of Indonesians use Twitter.

Social media are used by Indonesian for different purposes. Some are for making friendship like Facebook, Path, Instagram, and Twitter, some are for finding and building relationships like what Linkedin. In addition, more personal media such as electronic mail (e-mail) and text messages are also utilized. Search engines like Google and Yahoo can also be empowered. In addition, business actors can also take advantage of blogs or personal websites (Purwana et al., 2017).

Brand Image

According to Randheer, K., Al-Motawa, A., & Khan, (2012), brand image has three indicators:

1. *Value*, the value contains an element of consideration that brings an individual's ideas about things that are right, good and desirable. Value has the nature of content and intensity.

2. *Quality*, is a real element that can change consumers' minds in creating an image to accept the brand

3. *Awareness*, consumer awareness to recognize and remember a brand, for example in the form of names, logos and certain slogans used by market participants.

Decision-making

According to Schiffman and Kanuk (2010) in Herawati, et al (2019), a decision is the selection of two or more options. Alternative options must be available to a person when making a decision. The interest of prospective students in making decisions to choose a study program may be triggered by several things, including getting information from various sources. Three theoretical models frame students' choices, namely: economic, sociological, and information processing approaches. These three approaches emphasize various aspects of the factors that explain student choice in higher education (Echchabi & Al-Hajri, 2018).

METHODS

This study used a descriptive quantitative approach, where this research was conducted to explain a problem whose results can be generalized. While this research type is explanatory to connect or find cause and effect between two or more concepts (variables) to be studied. In this study, data analysis was performed using linear regression. This research is a hypothesis testing research. However, the focus of this research lies in the explanation on the influence between the variables studied (Sofian Effendi; Singarimbun, 1981). Sources of data in this study utilized two ways, namely primary and secondary data. Primary data were obtained directly from research subjects. In this case, researchers obtained data or information directly with questionnaires using predetermined instruments. Secondary data were data or information obtained indirectly from public research objects, consisting of archival data, documents, reports and promotional media and others related to this research.

In this study, researchers used measurements with a Likert scale. The Likert scale used a number of questions arranged with respondents' answers.

The original Likert scale is a set of statements (items) offered for a real or hypothetical situation under study. Participants were asked to show their level of agreement (from strongly disagree to strongly agree) with the given statement (items) on a metric scale (Joshi et al., 2015). This study used five categories of answer assessment, including:

Table 1: Likert scale

Alternative Answer	Statement	Value
Strongly Agree (SS)	the answers that strongly support the statement	5
Agree (S)	the answers that supports statement	4
Neutral (N)	undecided answer to the statement	3
Disagree (TS)	answers that do not support the statement	2
Strongly Disagree (STS)	answers that do not support statements at all	1

In the table above, the higher the score obtained from the respondents, the more positive attitude towards the object that the author wants to study. It aims to direct respondents to answer questions that describe the respondent's condition.

The population in this study were students of the 2020 UNY Gunungkidul vocational campus consisting of two faculties, namely the Faculty of Engineering and the Faculty of Economics which consisted of 6 study programs. The study programs are Electrical Engineering, Gastronomy, Fashion, Accounting, Marketing Management, and Office Administration. The population in the research is the Gunungkidul vocational campus students as many as 502 students. In calculating the number of samples, this study utilized the table formulation of Albert Harkin & Colton (1957), where:

n = Number of Samples

N = Total Population

CI = Confidence Interval

SE = Standard Error

From Albert Harkin & Colton's table with N = 502 (rounded down from 500); CI = 95%; SE=10%, and p: q = 0.5:0.5, so we get a sample of 83 people. To make it easier for researchers, the respondents were rounded up to

90 students. The respondents consisted of 15 students in 6 study programs at the 2020 UNY Gunungkidul vocational campus.

The questionnaire in this study was tested using a validity test. Basically, this test is useful for testing items in the form of questions in the questionnaire so that the validity of the questions listed on the questionnaire can be used to measure the research concept to determine the relationship between the independent and the dependent variable. Meanwhile, to find out the consistency of respondents' answers, this study used a reliability test. Consistency means that the respondents answered the same from time to time.

This analysis was assisted with SPSS 16 software with the provisions of the F test at Alpha = 0.05 or p 0.05 as the F significance level (sig.F) while the T test at Alpha significance level = 0.05 or p 0.05 which a code (sig.T) appears where it is used to see the significance of the indirect effect of the independent variable on the dependent variable

RESULTS AND DISCUSSIONS

Various efforts have been made by UNY to introduce its new campus in Gunungkidul regency. One of them is by disseminating information through social media. Although UNY Gunungkidul does not yet have its own Social Media account, the socialization has been done on the official UNY Official account. Based on the results of the study, 64.5% of the class of 2020 students knew about UNY Gunungkidul from social media. The characteristics of the most effective social media as a promotional media are having the following characteristics:

Network, namely this connection is needed because communication can occur if computers are connected, including data transfer so that information exchange occurs. The network of relationships can be seen from administrators and their followers in establishing communication.

Information becomes very important in social media because social media users create representations of their identities, produce content, and interact based on information. In this study, followers get information about UNY Gunungkidul campus.

Archive becomes a character that explains that information has been stored and can be accessed anytime and through any device.

Interactivity, namely social media forms a network between users that does

not only expand friendships or followers, but must be built with interactions between these users.

Simulation of society, social media has the character of being a medium for society (society) in the virtual world. Social media has a uniqueness and pattern that in many cases are different and are not found in a real society.

Content by users (user-generated content), social media content is wholly owned and based on contributions from users or account owners. So, each social media account has different characteristics of content. In this study, it will be seen how each UNY social media displays different information according to the platform and the target of its followers. Furthermore, in User Participation of Social Media, five main characteristics are mentioned in social media:

Participation is an action oriented towards user involvement in using social media, in the form of frequency of visits and duration of use. This can be seen from the number of comments on each UNY post on social media. In addition, it can also be seen from the number of active participants watching via Live Instagram or Youtube.

Openes, a condition when social media users access information and share certain content seamlessly. It is known that currently UNY's social media accounts are public. This can be seen from the freedom of followers and non-followers to easily view UNY's social media accounts.

Conversation, is the rapid spread of conversation due to the ease of access to the net on social media. This can be seen from the comments on UNY's social media uploads which were then replied to by the administrator.

Community, which is an alternative mechanism for individuals or organizations to form communities that have the same interests in social society.

Connectedness, social information has viral characteristics, this condition makes it easy for users to connect with one another.

These five characteristics are then adjusted to the various features that each social media has. Each social media has different characteristics to convey messages to their followers. It is known that the contents of each Social Media are usually in the form of short messages or messages that contain selling or promotional values.

The various social media used as promotional tools by the UNY campus are as follows:

Instagram is a photo and video sharing application that allows users to take photos, videos and apply digital filters and share them to various social

networking services, so that many users use it as a medium for promoting goods or services. Social media Instagram is also used by UNY Gunungkidul as a promotional media. Even though the UNY Gunungkidul Instagram account has not been regularly used, prospective students can see the latest updates about UNY Gunungkidul through the @unyofficial Instagram account. In addition to sharing the latest info, the Instagram account @unyofficial also often uses the Live Instagram feature as a means of closer discussion with followers. This feature is also used as a way of communicating with prospective students who want to know more about UNY Gunungkidul.

Youtube is a website that contains various kinds of video sharing to accommodate its users so that they can load, watch, and share video clips for free. The Youtube platform is also used by UNY Gunungkidul as a means of information media. Currently, UNY Gunungkidul does not yet have its own official account, so media promotions are usually done through the UNY Official account. UNY Official, which has 33,900 subscribers, often shares videos aimed at promoting campus activities. One of the programs used as a media to promote new student admissions is the UNY Wae Talk. Even though UNY Gunungkidul does not yet have a Youtube account, if you look more specifically, you can see that there are already many accounts showing the situation on the UNY Gunungkidul campus. One of them is Gick Sugiyana's account. Gick Sugiyana's account uploaded a video about the campus situation located in Semanu, Gunungkidul. The video uploaded on March 31, 2021 has been viewed more than 11,400 times. In addition, there are other videos uploaded by Anggi Namara and Inside Gunungkidul accounts. Anggi Namara's account also uploaded a video about the situation on the UNY Gunungkidul campus. The video, which was uploaded on January 12, 2022, has been viewed 580 times. The latest upload from the Inside Gunungkidul account uploaded a video on April 5, 2022 with more than 493 views. The accounts of these Youtubers are considered to make it easier for prospective students to know the campus situation. Not only that, the uploads of these Youtubers can be used as a promotional media to introduce the UNY Gunungkidul campus environment.

Twitter is an application which is part of a blog designed for users to answer "what's happening". Twitter users can write anything in their posts with a limit of 140 characters. In addition, Twitter is also often used as a medium for promoting a product or service. Although UNY Gunungkidul does not yet have its own twitter account, promotion media usually uses the @unyofficial twitter account. This account, which has more than 22,000 followers, is active

in sharing the latest info on campus activities. According to the results of the study, Twitter is still considered less effective as a promotional medium. This is because the Twitter features are limited so that there is less 2-way interaction with their followers. So far, my Twitter @unyofficial has only been limited to uploading information on campus activities, promotional brochures and answering questions from followers through the comment's column.

Of the three social media above, Instagram is the most influential social media in decision making. 53.2% of students are interested in the appearance of UNY's Instagram. They get a lot of interesting info via the UNY Instagram page compared to the other three social media. However, in terms of account ownership, UNY Gunungkidul's Instagram social media does not appear to be managed properly. The appearance is still very simple and poorly maintained. So far, prospective new students are looking for more information through the official UNY Instagram account @unyofficial. Accounts that are followed by 170,000 followers (as of April 30, 2020) are considered to have more up-to-date information regarding new student admissions. This is because a lot of the latest information has been uploaded by the @unyofficial account rather than the @unygunungkidul account. In addition, from the results of the study, it was found that many students at UNY Gunungkidul were less aware of their campus's social media accounts. They admit that more information is obtained from friends, relatives, teachers, schools or even from the @unyofficial account. The lack of the social media management account of @unygunungkidul can be seen from the number of followers, only 113 followers with 2 posts. It is acknowledged by respondents that the account has very minimal information regarding New Student Admissions (PMB), class schedules, and other activities.

In this study, to determine the extent to which the UNY brand image is attached to students, there are 3 indicators namely value, quality and awareness. Value contains elements of consideration that bring an individual's ideas about things that are right, good and desirable. Value has the nature of content and intensity. Quality is a real element that can change consumers' minds in creating an image to accept the brand. Awareness includes consumer awareness to recognize and remember a brand, for example in the form of names, logos and certain slogans used by market participants. According to the research results of students before deciding to enter UNY, 48.4% already knew the UNY logo and 48.6% memorized the slogan. Not only that, 51.6% already know that UNY is known as an educational campus, and knows UNY as a campus with a good reputation.

The stage in determining the campus, students seek for information. Before registering at the UNY Gunungkidul campus, students find out more about the campus through social media. Even though they don't have official social media accounts yet, based on the research results, the students are quite helped by all the information at UNY Gunungkidul through the UNY Official account. The result of this research is that the effect of Social Media Promotion through Brand Image on Student Decision Making produces a significance value of 0.000 which is smaller than (0.05) either directly or indirectly. The percentage of the influence of social media on student decision making is 61.3%. Thus, more than half of students are interested in UNY's social media through the brand image that emerges from their posts, thus influencing their decision making. This shows that promotion from social media plays an important role for a campus to attract prospective students. With promotion from a good social media side, it will result in student decision making who chooses the campus, especially UNY.

CONCLUSION

This study found the influence of social media in the selection of UNY Gunungkidul by class 2020 students. Social media is one way to introduce UNY Gunungkidul to the public because of all the limitations due to covid-19 that has hit the whole world. After doing the research, it is known that 61.3% of students know about UNY Gunungkidul through social media. Thus, more than half of UNY Gunungkidul students are interested in UNY's social media through the brand image that appears from the posts on each of their accounts. Based on the results of the research, it is also known that the social media platforms used by the UNY Gunungkidul campus as promotion media are through Instagram, Youtube, and Twitter. Of the three media platforms, Instagram is considered the most influential in student decision making. The students were attracted by the appearance of Instagram which was considered informative and easy to understand compared to other platforms. So that it can be seen that promotion from social media plays an important role for a campus to influence the decisions of prospective students.

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