

Analysis of the Role of Marketing Strategy, Program Innovation, and Social Media in Increasing Student Registration Interest at PAUD Tiara Sani

Mother EarthWahyuni¹, Zulistiani, S.Pd., MM²

Nusantara University PGRI Kediri, Jl.KH. Ahmad Dahlan No.76, Mojoroto District, Kediri City, East Java 64112, Indonesia

wahyunip729@gmail.com *Indonesian:zulistiani@unpkediri.ac.id

***corresponding author**

Article Information

Submission date	January 2, 2025
Revision date	March 2, 2025
Date received	March 22, 2025

Abstract

This study aims to explore the role of marketing strategies, program innovations, and the use of social media in increasing student registration interest in PAUD Tiara Sani. The research design uses a descriptive qualitative method, with data collection techniques in the form of in-depth interviews, observations, and documentation. Data analysis was carried out through the stages of data reduction, data presentation, and drawing conclusions. The research findings show that a planned and integrated marketing strategy, program innovations that are relevant to community needs, and optimal use of social media can build trust and increase parents' interest in registering their children at PAUD Tiara Sani. Theoretically, this study contributes to the development of early childhood education marketing literature, especially in the context of digitalization of promotion and service innovation. The practical implication is that the results of the study can be a reference for PAUD managers and policy makers in formulating digital-based marketing strategies and program innovations that are adaptive to community needs. The study was only conducted for one month, which may be too short to obtain sufficiently in-depth and comprehensive data.

Keywords:marketing strategy; program innovation; social media; registration interest; PAUD

1. Introduction

Increasing student participation in Early Childhood Education (PAUD) is an increasingly difficult task amidst intense competition with educational institutions that have superior programs. PAUD Tiara Sani as one of the educational institutions that focuses on character building and basic skills of early childhood faces obstacles in attracting parents to choose PAUD. This is not only caused by intense competition, but also the limited implementation of targeted marketing strategies, program innovations that answer the needs of today's children, and optimal use of social media as a marketing and advertising instrument. In today's digital era, social networking platforms have developed into key platforms that are very significant in shaping parental decisions, including in choosing educational institutions. This shows the importance of adapting to changes in public access to information and decision-making practices. If not anticipated with the right and innovative strategies, PAUD Tiara Sani is threatened with losing out in the community. This study is very significant because it has identified and improved integrated marketing strategies, innovative programs, and social media exposure as strategies to increase students' intention to enroll in PAUD Tiara Sani. This work has the potential to provide practical contributions in optimizing the attractiveness of early childhood education institutions in the midst of the modernization era.

The development of information and communication technology is currently very fast.[1]thus affecting the mindset of society in general. With the help of information technology, several activities can be done quickly, precisely, and accurately. The development of information technology affects all fields such as economy, health, government and education. The era of globalization has positive and negative impacts on human life in the world. The positive effect is the easier access to international scale information. Moreover, the increasingly rapid development of technology will certainly penetrate all fields, including marketing. While the negative impact of globalization is the decline in the character of the nation, especially Indonesia, due to the onslaught of foreign cultures that have made the identity of the Indonesian nation increasingly disappear.

Various studies have emphasized the importance of marketing strategies as an important effort to survive in the education system, especially amidst increasingly tight competition. Pratiwi and Munastiwi revealed that the implementation of digital technology-based marketing strategies, such as the use of social media and online platforms, is an effective and innovative solution that allows educational institutions to effectively attract the attention of prospective students.[2]

Meanwhile, Fajarrini and Ernawati stated that more personalized approaches such as holding community competitions, engaging in interactive activities, and selling directly to the community can help create a more emotional connection between the institution and potential users of its education system [3]. However, there is a substantial gap in this research regarding marketing strategies developed specifically for pesantren-based PAUD institutions. These institutions have distinctive features that integrate religious values, such as sincerity, ukhuwah islamiyah, and independence, which can be a distinguishing feature in the education sector. This paper centers on the pesantren-based Al-Manaar Ngabar TA PAUD to examine how the unique characteristics of pesantren can be implemented into marketing strategies, including identification of community needs, segmentation according to religiosity, and differentiation of superior quality products. This study offers a new perspective that not only allows the research to further enrich the literature, but also to provide similar institutions with strategies

to enhance their ability to survive in a dynamic and complicated competitive landscape.

The relevance of this research is to understand effective and appropriate marketing strategies for PAUD institutions that emphasize Islamic characteristics as their selling points. As stated by Oktari and Kosasih, pesantren have a distinctive culture, including the application of core values such as honesty, simplicity, and ukhuwah islamiyah, which can attract prospective students and potential employers.[4] This paper seeks to address the issue by creating a marketing strategy that includes not only the identification and targeting of marketing markets based on these religious elements, but also product differentiation and communication of marketing strategies through various channels. This research is expected not only to enrich the relevant literature on education marketing, but also to offer strategic guidance that can be implemented in practice by pesantren-based ECD institutions to improve the competitiveness and viability of the institutions amid increasing competition. This research highlights the relevance of implementing strategic selling in pesantren-based PAUD institutions, as expressed by Tiara Permata Bening and Erni Munastiwi[5]. In their study, it was found that institutions such as TA Al-Manaar Ngabar were able to significantly increase the number of students through the implementation of a systematic marketing strategy. This includes five main steps: (a.) identifying the community to identify their specific desires and expectations, (b.) market segmentation with an emotional and religious focus, (c.) product differentiation by presenting an extraordinary program offering, (d.) communication to the community through various media, and (e.) offering quality services that include education, health care, and safety. This approach shows that Islamic boarding school-based PAUD institutions not only utilize the religious aspect as the main attraction, but also integrate marketing elements to strengthen their competitive advantage. This study emphasizes the importance of a combination of a local value-based approach and data-driven marketing strategies to attract prospective students and maintain the existence of educational institutions.

The novelty of this study lies in the in-depth exploration of how marketing strategies, program innovations, and the use of social media can synergistically increase student enrollment interest in PAUD Tiara Sani, an approach that has not been widely discussed in previous studies. Most studies on educational institution marketing only discuss general aspects, such as promotional communication or facility excellence, without combining these three elements in an integrated analytical framework. For example, uploading promotional program content is one of the strategiesDigital marketing[6].This study makes a theoretical contribution by developing the concept of product differentiation from Kotler and Armstrong that emphasizes the importance of local needs-based program innovation as a unique attraction for institutions. In addition, this study extends the theory of service marketing by identifying social media as a strategic communication tool that not only expands the reach of information but also builds emotional connections with target markets. With this approach, this paper suggests a more holistic sales style, including excellent program innovation, modern communication tools, and the application of highly localized and local values. As a result, this study addresses the gap in the literature and offers some practical insights for learning institutions, especially ECE, to compete effectively in the new digital era while maintaining local relevance in the development of their marketing strategies.

This study focuses on a comprehensive assessment of the role of marketing structure, program innovation, and the use of various social media in increasing students' interest in enrolling in PAUD Tiara Sani. The purpose of this article is to offer an in-depth explanation of how these three different aspects can be effectively integrated to ensure the success of educational institutions in attracting the attention of the general public. The article is structured

into several main sections: an introduction that provides the background and relevance of the study, a literature review that summarizes relevant theories on educational marketing, a descriptive qualitative approach, results and discussion that explore the implementation of new marketing strategies, programming innovations, and the role of social media in PAUD Tiara Sani, and a conclusion that provides practical suggestions for educational institution managers in designing innovative and contextual marketing strategies. With this unique structure, this handbook is not only a great theoretical reference, but also provides excellent practical guidelines for the future of locally-based PAUD in the new digital era.

1.1. Problem Statement

This paper will examine several factors that influence the low interest in student registration at Paud Tiara Sani, even though the institution has advantages in terms of curriculum and facilities. In this case, the marketing practices that will be highlighted and detailed are the marketing practices used by Paud Tiara Sani, such as what methods and mechanisms are used in attracting the attention of prospective students (registrants) and how effective these marketing practices are in influencing people's decisions. Domestically, as with advertising considerations, it is very important to establish the commercial steps used in narrow efforts to get candidates, the methods and strategies used in providing non-specialist or teenage designer possibilities—non-invasive steps, and ensuring that efforts in decision-making procedure data and the excitement of the activities will be successful; these questions can be briefly expanded and linked to the taking that is considered specifically about the impact and work plan of the courses offered, say by Tiara Sani preschool over the span of the organization whether it would be better to have a better approach or framework so that the course will speak to more parents and attract more children to choose. Last but not least, how about the use of social media as marketing, this system as previously mentioned, the promotion of services and positive programs of course uses online media, the existence of this online media is able to form a mindset of intelligent society, which will make Paud Tiara Sani a learning tool for their children.

1.2 Research Objectives

In this essay, we will explain how strategic branding, program innovation, and social media can contribute to increasing enrollment at Tiara Sani PAUD. This study aims to provide insight into how these three elements can be integrated to attract community interest. This article includes an introduction, literature review, descriptive qualitative research methods, results and discussions related to the implementation of marketing strategies, program innovation, and social media, and concludes with practical recommendations for PAUD managers in designing effective marketing strategies in the digital era.

2. Method

This study uses a qualitative approach with a case study analysis type to examine in depth the role of marketing strategies, program innovations, and the use of social media in increasing students' interest in registering at PAUD Tiara Sani. This study is planned to take place for one month in November. PAUD Tiara Sani is the main location that is the object of the study. At the data collection stage, the researcher used in-depth interviews with educators at PAUD Tiara Sani as a primary data source to obtain information related to the implementation of marketing strategies implemented by the institution, program innovations offered to attract parents' interest, and the extent to which social media is used as a means of promotion in attracting the

attention of prospective registrants. As a complement, scientific references such as relevant books, articles, and journals are used as secondary data sources to create a stronger theoretical foundation and provide additional support for the analysis carried out. Using primary and post-secondary data, this paper aims to explain in more detail how the three different aspects interact and contribute to increasing the attractiveness of PAUD Tiara Sani in the eyes of the community, especially in terms of new registrations.

The learning process begins with the observation stage to identify the problems to be discussed, then continues with an in-depth literature review to uncover the theories underlying the research topic. The research location, namely PAUD Tiara Sani, was chosen based on its relevance to the focus of the research. Data collection was carried out using observation techniques and in-depth interviews, which aimed to explore information related to the implementation of marketing strategies, program innovations, and the use of social media in increasing student participation. After the data was collected, the next stage was interactive data analysis, namely the data reduction process, where researchers selected data that was relevant to the focus of the research and ignored irrelevant data. The selected data was then presented in the form of a systematically structured report to facilitate the analysis process and drawing conclusions. In the final stage, researchers connected and analyzed the collected data to formulate conclusions that could provide solutions to the problems faced by PAUD Tiara Sani, as well as practical recommendations to increase the effectiveness of the marketing strategies and programs offered.

3. Results and Discussion / Results and Discussion

Results

a. Interview Data

Marketing strategy

Various marketing strategies have been implemented at Paud Tiara Sani, starting with promotions that still use traditional methods by distributing brochures offline around the school and other strategic locations, as well as open houses. However, along with the development of the digital era, the principal has developed a marketing strategy using social media platforms such as Instagram, Facebook, and TikTok. This is evident in interviews with educators who revealed: Researcher: "What is the marketing strategy here, ma'am? Educator: "... I've been teaching here for 13 years, at that time there were usually students who graduated, then ("oh come here, register for Tiara Sani, the learning is good, the teachers are friendly"), finally many were tempted and tried to ask the school directly, brochures can also be distributed to housing complexes near the school and its surroundings, but now there is social media so the promotion is online.

Program Innovation

Paud collaborates with several work units in Kediri, as explained by the following informant: Researcher: What programs does the school carry out to attract parents' interest? Principal: "Tiara Sani has collaborated with Sanker, work units at the Polsek, Damkar, Koramil, ee then Tiara Sani also collaborates with restaurants, such as Mcd, KFC, that's for ee some of our flagship programs, so children deal directly with the police, with the TNI, then are invited to play together with Chacki and others, then Tiara Sani also collaborates with tourist attractions and holds outings. Classes once a year where children are invited to tourist attractions, there they can get to know nature better."

Not only just an outing to visit tourist attractions, Paud also has an environmental introduction visit program such as introducing city forests and introducing traditional markets, so that children are more familiar with their environment. For tourist attractions, Tiara Sani has also visited Bung Karno's tomb in Blitar, Tirtoyoso swimming pool, Kediri park, Selomangkeng cave, Sekartaji Park, and Tugu Gumul.

Social media

In its promotional media, Paud Tiara Sani uses a lot of social media such as Instagram, Facebook, TikTok, and WA Business. However, in distributing brochures/pamphlets, they still actively use the Instagram platform. They not only upload activities outside of school such as the class outing above, but also upload content on daily learning activities, and creative learning methods implemented by the school.

Data on applicants' interests were found during interviews with parents who chose this PAUD. Researcher: "Thank you for taking the time, Ma'am. Can you tell me why you finally chose Tiara Sani PAUD for your child?" Parent 1's answer: "So, I chose Tiara Sani PAUD because I think the learning program is interesting and suitable for early childhood. Also, I often see updates on their activities on Instagram, so I feel more confident in their quality." Researcher: "Did you consider other PAUDs before?" Parent 1's answer "Yes, I did. But after seeing the program and good communication from Tiara Sani, I finally decided to choose there.

The researcher also analyzed the data found on parents who ultimately did not choose PAUD, there were several considerations for parent 2 in choosing PAUD. Parent 2 "I know PAUD Tiara Sani from their social media. But I chose another PAUD that is closer to home and the cost is also more affordable. Researcher: "Is there another reason, sir, why I didn't choose Tiara Sani?"

Parent 2: "*I feel that the program is not quite right for my child's needs. Furthermore, I also don't get direct information from the PAUD, so I'm a bit hesitant.*"

b. Observation Data

The results of observations made by researchers show that PAUD Tiara Sani is active in conducting promotions, both through word of mouth and social media. One of the promotional methods implemented is the open house, where parents can come directly to the school and conduct face-to-face interviews. On this occasion, they are introduced to various creative and interesting program innovations that will be applied in their children's learning. In addition, the school management also provides an explanation of the facilities available at the school, such as educational games and fun play areas that are in accordance with the child's developmental stage. Researchers also noted creative innovations in learning, such as batik making using leaves stamped on cloth. Programs such as parenting, coaching classes and outing classes are also a prominent part of the school's activities.

c. Documentation

The documentation obtained shows marketing materials through attractive visual design on relevant content on social media. The content includes children's daily learning activities,

celebratory events such as the school's anniversary, outing class activities, and out-of-school visits. In addition, there are also testimonials from alumni and parents who share their children's achievements after attending PAUD Tiara Sani. Brochures or pamphlets are also distributed through PAUD's social media accounts, which contain information about the background, vision and mission, programs, facilities offered by PAUD, as well as registration information that can be accessed by prospective parents.



Gambar 1
Instagram account
Paud Tiara Sani

Gambar 2
belonging to making batik using
stamping technique

Gambar 3
Cooking Class

Discussion

Based on data obtained through interviews with the Principal and teaching staff, as well as observations of marketing activities carried out by the school, it was found that these factors have a significant contribution in attracting prospective applicants. The following is a detailed discussion of each factor that plays a role in increasing student interest in enrolling at PAUD Tiara Sani.

The Role of Marketing Strategy in Increasing Enrollment Interest

Marketing of educational services is an important activity that must be carried out by the principal to increase public interest in continuing education at the school.

Research conducted by T. Wijaya and R. Sianturi revealed Wijaya Kusumah's findings related to marketing strategy found that the initial marketing plan prepares a strategy or method of implementing marketing to achieve goals. By Evayanti, Syerina Ponirin One of the main elements in management is the strategic concept. Strategy plays an important role in assessing the suitability between opportunities and threats in the market environment. In this context, marketing strategy plays a role in increasing the interest of new students, as seen in the case study at SD Negeri 17 Palu[8].

Marketing strategy is the main key in attracting prospective new students to educational institutions, including PAUD Tiara Sani. Based on an interview with the Principal, the marketing strategy of PAUD Tiara Sani begins with a traditional approach, namely word of mouth promotion. The Principal explained, "Tiara Sani's promotion was initially word of mouth, we rely on the trust of parents of students who have attended Tiara Sani." In this case, testimonials and suggestions from parents of prospective students who have experienced the quality of learning at PAUD Tiara Sani are the main capital for prospective students to choose

this school. This traditional method has its own advantages, namely the trust that has been formed between parents and prospective students. Direct recommendations from parents who are happy with the service and quality of education at PAUD Tiara Sani have a big impact. However, this method is only limited to a fairly short reach and cannot reach all levels of society. a wider audience, such as parents from distant areas or applicants who do not have a relationship with the center. Therefore, a broader and more effective marketing strategy must be implemented to compete with other educational institutions and to reach a wide variety of potential applicants.

However, along with the development of the era and technology, PAUD Tiara Sani began to implement a more digital marketing plan by using social media. This school utilizes platforms such as Instagram, Facebook, TikTok, and WhatsApp Business to expand its promotional reach. By utilizing social media, this school can reach a wider and more targeted market, including young parents who are active on these sites. As is known, many business owners are now developing traditional promotions into digital marketing[9].

In the interview, the Principal stated, "We use social media a lot for promotion, such as Facebook, Instagram, TikTok, and WhatsApp Business. However, for distributing pamphlets or brochures, we are still active on Instagram." However, for distributing pamphlets or brochures, we still use Instagram more. The application of social media in this particular marketing strategy is not only to reach more people, but also allows PAUD Tiara Sani to be closer to parents and prospective students. Because social media allows for a faster and more effective way of communication between schools and parents, social media is very important in creating engagement and trust. For example, Instagram can be used to share content in the form of photos or videos of school activities, providing a real picture of the teaching and learning atmosphere, facilities and activities of children at PAUD Tiara Sani. This can give parents a sense of familiarity and security in finding the right educational environment for their children.

Social media in particular makes it easier for schools to disseminate special programs organized by PAUD Tiara Sani, such as art performances, festivals, or other social activities. TurtleData advertisement until October 2023 Therefore, social media is a very effective medium to attract potential applicants and provide an overview of the benefits of PAUD Tiara Sani directly and relevantly. Social media is used to promote the distribution of brochures, but the main focus is to create a positive perception of the school through the content shared. Interesting and attractive content that discusses teaching and learning activities is supported by information about the superior programs of PAUD Tiara Sani as part of an effective marketing strategy to attract the attention of potential applicants. Through this content, schools can showcase the quality of their holistic education, as well as features that provide a preparatory environment that supports children's cognitive, functional, and emotional growth and holistic development.

This digital advertising strategy allows PAUD Tiara Sani to connect with children in remote areas or outside the city. The presence of PAUD Tiara Sani on the internet allows parents from all over the world to get complete information about the school without having to come directly to the school. This is very important for busy families or those who have limited time to visit the school and ensure that the family is ready for the experience. Through the school website and social media, they can see various information they need, such as registration schedules, fees, facilities, and activities organized by the school. As a complement to social media, PAUD Tiara Sani utilizes WhatsApp Business as a communication platform with prospective students. WhatsApp Business gives schools the ability to answer parents' questions directly and quickly, thereby improving customer service and minimizing waiting

times. Various functions available on WhatsApp Business, such as product catalogs and automatic messages, also help schools to communicate information in a more efficient and organized method. In this case, WhatsApp Business is not only a communication tool, but also a platform to develop more personal relationships with prospective students and guardians.

In line with the new digital-based learning marketing strategy, PAUD Tiara Sani also implements community-driven engagement by involving school alumni and their parents who are already part of the school community. Through activities involving parents and graduates, the school can establish closer relationships and create a strong sense of togetherness and ownership of this educational institution. One example is by holding a family reunion or gathering of parents and graduates' families which aims to bring the community closer and promote the school to prospective new students. The success of the school in creating strong social ties between parents, alumni, and teaching staff can also be an important factor in building a positive image of the school and attracting new students. It is undeniable that in the digital era like today, digital-based marketing is very important to help educational institutions reach a wider and more segmented audience. Therefore, PAUD Tiara Sani also continues to innovate in developing a marketing approach that does not only focus on social media, but also on new approaches that are more creative and relevant to technological developments and market needs. For example, using live video footage to directly introduce school activities or creating a mobile app that makes it easier for parents to get more information and communicate with the school can be very engaging and creative ways to promote the success of the program.

By combining traditional and new approaches, and continuously improving innovative and creative marketing strategies, PAUD Tiara Sani can increase its visibility in the eyes of prospective applicants and parents. This will not only attract more applicants, but also strengthen the school's position as a trusted and quality educational institution. Therefore, PAUD Tiara Sani needs to continue to assess and adjust the marketing strategies implemented, in an effort to keep up with the demands and expectations of the community in the future.

Program Innovation to Attract Potential Applicants

As revealed in Rasmani's research, Upik Elok Endang Wahyuningsih said that through the socialization of programs in early childhood education institutions, these institutions will be widely known by the wider community.[10]

In addition to marketing strategies, the program innovation offered by PAUD Tiara Sani is also an important factor that supports the increase in student interest in registering. This is manifested in various forms of educational programs that not only focus on classroom learning, but also on character development and direct experiences that can enrich children's knowledge. By offering experiences that are more than just subject matter, PAUD Tiara Sani creates an environment that supports children's growth and development as a whole, including cognitive, affective, and psychomotor aspects. As an institution that understands the role of character building, PAUD Tiara Sani strives to provide education that not only emphasizes academic achievement, but also shapes the personality and values of early childhood. The innovative programs offered by PAUD Tiara Sani provide opportunities for children to learn about cooperation, empathy, discipline, and a sense of responsibility. With this approach, children are not only taught relevant subject matter, but are also equipped with life skills that will be very useful for them in the future.

PAUD Tiara Sani has collaborated with various institutions, both government and private, to organize various excellent programs that can increase the attractiveness of the

school. This provides an opportunity for children to learn directly from professionals in the industry, which of course becomes a very good bonding moment for them. For example, when children are introduced to the police and soldiers, they are also encouraged to play and interact with characters that children are familiar with, such as mascots or famous figures. This provides a very valuable first-hand experience for children's social and emotional growth. Through this program, children are not only introduced to various types of jobs, but also learn how to deal with various types of adults from various backgrounds. They are shown how to communicate politely, how to work in a team, and how to solve problems creatively and effectively. This is part of PAUD Tiara Sani's approach to holistic schooling, where learning is not only academic, but also social and emotional. Through direct interaction with elements of society, children are allowed to explore the world around them fully, which provides valuable insights and experiences that will shape their personality and character.

In fact, PAUD Tiara Sani also organizes outing class activities that invite children to interact with the environment and introduce them to the outside world. The principal said that the children were invited to tourist attractions such as Bung Karno's Tomb in Blitar, Tirtoyoso Park Swimming Pool in Kediri, and several other parks and tourist attractions. This class outing activity is designed to provide a more enjoyable learning experience for children and increase their insight into history, culture, and the surrounding environment. By visiting various places that have educational value, children can understand more deeply about the wider world outside the classroom. Not only that, children are also introduced to the natural environment through visits to city forests and markets, which can broaden their insights into the world around them. Visiting a market, for example, gives children the opportunity to learn about economic activities and how to interact in a wider social environment. They can understand how humans work, transact, and interact in everyday life. Likewise, with a visit to the city forest, children will be introduced to the importance of preserving nature and understanding the various types of plants and animals around them. These hands-on experiences are invaluable because they allow children to learn in a more tangible way and connect directly to the real world.

Program innovations that focus on holistic child development, both academically, socially, emotionally, and physically, are the main factors that make Tiara Sani PAUD popular with prospective parents. These programs not only prioritize academic learning, but also introduce life values that can prepare children for the future. In every program held, Tiara Sani PAUD always tries to combine various important aspects of early childhood education, including character development, social skills, and self-confidence. In addition, Tiara Sani PAUD also prioritizes the development of children's creativity and imagination through various arts and cultural activities. For example, arts activities such as drawing, singing, and dancing are given sufficient space in teaching and learning activities. This not only helps children develop their talents, but also gives them the opportunity to express themselves and increase their self-confidence. By introducing various forms of artistic expression, children are taught to appreciate creativity more and work hard to achieve their dreams.

In fact, PAUD Tiara Sani also uses a game-based learning process. Children are exposed to fun educational activities that stimulate their cognitive and motor development. That way, children do not feel burdened by the material being studied, because they can learn while having fun. This is very effective in increasing children's interest in education and helping them understand concepts that may be difficult to understand through more traditional teaching methods. With various innovative programs and a comprehensive educational approach, PAUD Tiara Sani has succeeded in creating an atmosphere that supports optimal child growth and development. This program innovation makes PAUD Tiara Sani a very attractive choice for parents who want quality education for their children. Through various fun and educational

activities, PAUD Tiara Sani provides opportunities for children to learn and develop in a fun and beneficial way, both for their personal lives and their future. The innovative programs implemented at PAUD Tiara Sani also provide significant added value in preparing children to enter higher education. With good social skills, high self-confidence, and broad insight into the world around them, children of PAUD Tiara Sani are ready to face the challenges of the future. This is what makes PAUD Tiara Sani not only an educational institution, but also a place that shapes the character and future of children.

Utilization of Social Media in Marketing of Tiara Sani PAUD

To attract consumers, manufacturers are driven by more inventive and creative digital marketing strategies when marketing their products. In addition, Digital Marketing offers a brand or brand identity that facilitates the dissemination of simple and communicative information so that it can survive in tight competition, and attract potential new education participants.[11] The importance of social media in educational marketing in the digital era has been emphasized. In the context of PAUD Tiara Sani today, the role of social media has become an effective tool to showcase superior programs and increase school visibility. Interviews with school principals showed that social platforms including Instagram are the most commonly used to publish lesson content and school events. According to Ridwan Ramadi, Wahyu Hidayat, the strategies implemented include the use of interesting content and positive interactions related to followers, especially the characteristics of the use of each platform, maximizing scope and regulations.[12]

...

Headmaster said, "We create content about learning activities on Instagram, and also if there are certain events outside, we publish them there." Through this platform, the school can inform prospective parents about school activities and the advantages of PAUD Tiara Sani, while also attracting their interest in registering. The activities published on the platform are not only photos and videos of their children's activities, but also superior educational programs and registration schedules, which can be easily viewed by prospective students. By utilizing Instagram, the school can reach a wider audience, including parents of students who may not yet know about PAUD Tiara Sani. PAUD Tiara Sani's social media activities in uploading interesting and communicative content have helped build a more positive school image and attract the interest of parents. In an increasingly digitally connected environment, maintaining a presence on social media is a must to optimize marketing campaigns and promote your school to a wider audience.

Sensory Innovation Through WhatsApp Business In the midst of implementing a digital advertising strategy, sensory innovation is also present through the delivery of information through WhatsApp Business to prospective parents of students. PAUD Tiara Sani can quickly answer questions frequently asked by prospective registrants through WhatsApp Business, such as registration requirements, education costs, and activity schedules. This allows prospective parents of students to access the information they need quickly and without having to wait long or go through a slow process. WhatsApp Business also provides a sense of security and confidence for prospective parents of students, because they can discuss directly with the school and answer them clearly and accurately. WhatsApp Business also strengthens the relationship between the school and the parents of students. Through this platform, the school continues to provide information to parents of students regarding ongoing activities at the school or reminds parents of certain activity schedules.

The automatic messaging feature on WhatsApp Business allows schools to provide more consistent and organized updates, so that prospective parents do not miss important information

about their child's education. With this new feature, PAUD Tiara Sani can affirm its promise to offer fast and effective support to parents. However, despite the effective use of social media, interviews with parents showed that followers on PAUD Tiara Sani's social media are still very limited. This suggests that the strategy of disseminating information through online platforms must be improved to reach a wider audience. Some recommendations from school parents are to increase the number of posts published by the school, use the paid advertising function on social media, and work with local communities to create awareness of the school's social media presence. Increasing the frequency of posts will ensure that PAUD Tiara Sani's social media platforms are active and attract existing followers, as well as attract new parents to follow the account. Paid advertising, or better known as "Sponsored Posts", is one of the most effective ways to expand the reach of promotions.

PAUD Tiara Sani can target a more specific market to market its brand, especially parents who live around the school or parents who have children in the age range (3-7 years) suitable for the PAUD level by doing paid advertising on Instagram, Facebook, and other platforms. These advertisements are more likely to meet the preferences of the target market, thus increasing the opportunity to attract the attention of parents who are indeed looking for the best institution for their children. In addition, working with the local market will also increase the presence of PAUD Tiara Sani's social media. Forming partnerships with all other community organizations, parent groups, or even influencers who have the same audience can help introduce this school to more people. The school's existing social media accounts can publish a program or event with the local community to promote and invite many people to find out about PAUD Tiara Sani. Not only that, PAUD Tiara Sani can also develop further with diverse and more interactive content. In the context of Tiara Sani PAUD where social media audiences generally look for entertaining content such as challenges or quizzes that can involve parents together with children, this could be an interesting innovation that this institution can present. How Deviant Math Works: From routine information or news posted by the school to more personal news or achievements can involve parents with the school. This can increase social media interaction and engagement, resulting in increasing the number of followers and relationships between schools and parents. Tiara Sani PAUD can also consider other educational platforms with great potential in edumarketing such as TikTok. One such platform — which is increasingly popular and widely used by young parents — is TikTok. If done creatively, and whenever accessible, schools can produce energetic videos where the learning environment reflects fun.

By consistently delivering messages and content across multiple platforms, you are more likely to reach those potential customers, who will in turn tell their friends, and their friends, and so on. PAUD Tiara Sani's social media accounts need to regularly upload relevant and publicly visible content, such as online testimonials from parents of students, children's activities, news of school achievements, and important announcements. In addition, interaction with followers must also be done properly. Responding timely to comments or messages from parents of prospective students shows that your school cares and is ready to provide the best service. Expanding PAUD Tiara Sani's presence in cyberspace, both through social media and other digital platforms, is not only intended to strengthen marketing strategies, but also to better connect with parents of existing students. Parents can be more involved in their children's education and feel closer to the school through open and easy communication through social media. Thus, optimizing social media is a strategic step that PAUD Tiara Sani needs to continue to maximize to become the best choice for prospective new student applicants. In short, social media, in educational marketing, has a significant meaning, especially today, in the digital era.

With Blindness on all social media, PAUD Tiara Sani can introduce its school and excellent programs to the general public. Although limited followers are a challenge on social media, you can also consider posting more often, using paid promotions on the platform, and reaching out to local communities to expand the reach of promotions to interested applicants. Through the implementation of effective digital marketing strategies, PAUD Tiara Sani can leverage the power of social media to benefit and contribute to the growth and success of this educational institution.

” The following table discusses factors that increase interest in enrolling in PAUD Tiara Sani:

Table 1
Factors That Increase Interest in Registering at PAUD Tiara Sani

Category	Key Points	Information
Traditional Marketing Strategy	1. Word of mouth promotion. 2. Testimonials from students' parents.	Benefits: High trust from parents Limitations: The reach is narrow and only covers the community around the school.
Digital Marketing Strategy	1. Use of social media (Instagram, Facebook, TikTok). 2. Use WhatsApp Business for direct communication. 3. Increase visibility through creative content.	Social media expands the reach of promotions and interactive communication. WhatsApp Business provides fast and efficient information services.
Program Innovation	1. Experience-based education programs. 2. Cooperation with agencies (police, military, fire department). 3. Outing class activities (educational tours).	Providing a holistic learning experience that includes character, cognitive, social, and emotional development.
Social Media Content	1. Publish learning activities and school events. 2. Creative and interactive content such as short videos and live streaming.	Increase engagement with prospective parents. Showcase the school's fun learning environment and facilities.
Collaboration with the Community	1. Involve alumni and parents in promotional activities. 2. Collaborate with local communities and community leaders.	Build a sense of belonging in the community and expand the reach of promotions.
Challenges and Suggestions	1. The number of social media followers is still limited. 2. Suggestions: Increase upload frequency, use paid advertising, and collaborate with local communities.	Paid advertising and more varied content can increase visibility and follower count.

Analysis of the effectiveness of social media in increasing registration at Tiara Sani PAUD

According to Kaplan and Michael Haenlein, there are several types of social media, namely social networking, blogs, microblogging, social bookmarking, media sharing, and wikis. Nowadays, various types of social media have been widely used to communicate, exchange information or disseminate information. Social media is effective in increasing enrollment in PAUD through various ways such as expanding reach, providing interesting and relevant information, and encouraging active participation from parents. Effective strategies involve creating interesting content, using the right platform, and encouraging parental participation.

1. Increase Reach:

Social media allows PAUDs to reach a wider audience, including parents who may not be reached through traditional means such as flyers or local advertising.

2. Offer Interesting and Relevant Information:

Interesting content such as photos, videos, or infographics about PAUD activities, curriculum, and educator profiles can increase parents' interest.

3. Encourage Participation:

Social media can be used to conduct quizzes, polls, or invitations to share experiences, which can increase parental involvement and encourage them to consider the preschool.

4. Additional Benefits:

In addition to increasing enrollment, social media can also be used to build community among parents, share information about their child's development, and provide support to each other.

5. Platform Selection:

Selecting the right platform (e.g., Facebook for older parents, Instagram for younger parents) is also important to maximize the reach and effectiveness of your enrollment campaign.

6. Maintain Ethics and Security:

It is important to ensure that the use of social media by PAUD is ethical and safe, including the protection of children's personal data.

The social media used for registration at PAUD Tiara Sani:

Instagram:

Suitable for displaying photos and videos of PAUD activities, as well as providing information about facilities and curriculum.

Facebook:

Can be used to create discussion groups, provide information about registration, and interact directly with parents.

WhatsApp:

Can be used to provide important information about registration to parents who have registered.

Website:

The PAUD website can be used as an information and registration center, and can be connected to other social media.

Social media analytics for PAUD enrollment can be used to identify trends, audience behavior, and effective content preferences. By analyzing social media data, PAUD can improve enrollment promotion strategies, understand parent preferences, and optimize enrollment messages.

1. Identify Target Audience:

Demographic Analysis:

- Identify the age, location, occupation, and interests of potential parents to enroll their children in PAUD. This data can be obtained from relevant social media profiles, for example, parent groups, or accounts related to early childhood education.

Psychodemographic Analysis:

- Understanding parents' attitudes, values, and lifestyles. This information can be gathered through short surveys or analysis of social media content that shows their preferences.

Behavior Analysis:

- Observing parent interactions with content relevant to PAUD, such as posts, comments, or shares. This helps understand how parents react to registration information and messages.

2. Identifying Trends and Preferences:

Keyword Analysis:

- Search for keywords that are relevant to PAUD, such as the name of the PAUD, type of education, or topics frequently discussed by parents.

Hashtag Analysis:

- Identify hashtags frequently used by parents related to early childhood education.

Popular Content Analysis:

- Pay attention to posts, images, or videos that are widely liked, commented on, or shared by parents.

3. Optimizing Registration Messages:

Interesting Message:

- Create a sign-up message that grabs the attention of your target audience. Use informative and engaging images, videos, or infographics.

Relevant Messages:

- Tailor registration messages to preferences and trends identified in social media analytics.

Clear and Concise Message:

- Make sure the registration message is easy to understand and provides clear information about the registration process.

4. Assessing Strategy Effectiveness:

Campaign Performance Analysis:

- Monitor the performance of PAUD registration social media campaigns, such as the number of likes, comments, shares, and clicks on links.

Conversion Analysis:

- Measure the number of parents who successfully registered after being exposed to the social media campaign.

ROI (Return on Investment) Analysis:

- Calculate the benefits gained from investing in social media compared to the costs incurred.

4. Conclusion

The conclusion of this study shows that the marketing strategies implemented by PAUD Tiara Sani, both traditional and digital, play an important role in attracting new prospective students. In this case, word-of-mouth promotion initially conducted by the school, as well as the utilization of social media such as Instagram, Facebook, TikTok, and WhatsApp Business,

proved effective in expanding the reach of promotion and building closer relationships with parents and prospective students. By utilizing social media, the school is able to introduce various excellent programs and activities that are interesting for children, which in turn attracts the attention of prospective parents.

This research contributes both in the scientific and practical fields. From a scientific perspective, this research enriches the literature on the application of educational marketing strategies at the PAUD level, especially in the context of utilizing social media as a marketing tool. Practically, the results of this study provide insights for educational institutions, especially PAUD Tiara Sani, to develop and improve their marketing strategies, both by strengthening promotions through social media and building better relationships with parent and alumni communities. The success of PAUD Tiara Sani in implementing digital-based marketing and attractive program innovations is a novelty that needs to be studied by other educational institutions facing similar challenges.

However, this research was only conducted for one month, which may be too short to obtain deep and comprehensive data. The limited number of social media followers of PAUD Tiara Sani can reach a wider audience. Therefore, further research could be conducted to explore the effectiveness of using paid advertising and collaboration with local communities in expanding the school's promotional reach. Research can also pay attention to other factors that may affect the success of marketing strategies, such as trends in the use of social media by parents of prospective students and the diversity of types of content received by audiences.

Referensi

- [1] Aliami S, Hakimah E, Fauji D. Dampak Pengembangan Pemasaran Digital Pada. Dampak Pengembangan Pemasaran Digital Pada Startup'S 2018;3:73–87.
- [2] Pratiwi I, Munastiwi E. Analisis Strategi Management Pemasaran Paud. Indones J Islam Early Child Educ 2020;5.
- [3] Fajarrini, A., & Ernawati F. Pemasaran Jasa Pendidikan Di Lembaga Pendidikan Anak Usia Dini. J Islam Early Chilhood Educ 2020;1.
- [4] Oktari, D. P., & Kosasih A. Pendidikan Karakter Religius dan Mandiri di Pesantren. J Pendidik Ilmu Sos n.d.;28:42.
- [5] Bening TP, Munastiwi E. Implementasi Strategi Pemasaran Lembaga dalam Meningkatkan Jumlah Peserta Didik di PAUD Berbasis Pesantren Informasi Artikel Riwayat Artikel : Keywords : territorial kedaulatan sebuah negara atau bangsa . Dampak yang terjadi adalah terciptanya daya saing 2022;4:466–80.
- [6] Journal Editor-in-Chief Diah Ayu Septi Fauji T, Bestari Partner M, Editor A, Nusantara Business Management Applications Management Study Program J. Atma Jaya University Yogyakarta) Managing Editor: I Made Laut Mertha Jaya nd
- [7] In B, Wijaya TK, Sianturi R, Rahmah YA, Handiani NV. School Marketing Strategy in

an Effort to Increase Interest in 2023.

- [8] Evayanti S, Ponirin P, Sutomo M, Farid F, Jl A, Hatta S, et al. Marketing Strategy in Increasing New Student Interest at SD Negeri 17 Palu Management Study Program, Faculty of Economics and Business, Tadulako University 2024.
- [9] Amalia LA, Zulistiani Z, Damayanti S. MARKETING STRATEGY THROUGH SOCIAL MEDIA INSTAGRAM AND TIKTOK TO INCREASE SALES (Case Study of Ardana Studio). Pros Semin Nas Manajemen, Ekon Dan Akunt 2023;8:14–26.
- [10] Rasmani UEE, Wahyuningsih S, Nurjanah NE, Jumiatmoko J, Zuhro NS, Fitrianingtyas A, et al. Promotion Management of Early Childhood Education Institutions in the Industrial Revolution 5.0 Era. J Obs J Early Childhood Educ 2022;6:6443–9. <https://doi.org/10.31004/obsesi.v6i6.3479>.
- [11] Jl A, Juanda IH, KC Team, South KT. Digital Marketing-Based Promotion Strategy in Increasing Interest of New Prospective Students at Siti Fatikhatus Sya ' adah School increases sales by sending persuasive messages to customers for Digital Marketing Techniques are still rare in 2024.
- [12] Digipreneur SS. UTILIZATION OF SOCIAL MEDIA IN MARKETING STRATEGY AT SKYE DIGIPRENEUR SCHOOL Ridwan Ramadi, Wahyu Hidayat 2024;1:1–9.