

## The Use of Instagram Social Media for Promoting a Private University in Jakarta Indonesia

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**Abstract:** *Social media is used by various organizations, including private universities, for various promotional activities. Muhammadiyah University Prof. Dr. HAMKA (UHAMKA) as one of the largest universities in Jakarta Indonesia uses social media to share various kinds of information. This paper analyzes the use of Instagram in promoting private universities. This study uses a qualitative approach, supplemented by content analysis based on big data, accompanied by in-depth interviews with members of the UHAMKA Bureau of Promotion and New Student Admissions who are responsible for managing promotional content on the @uhamkatv Instagram account. The findings reveal that there are several factors that have a significant influence on the performance of Instagram content, namely (1) post type: according to Virol's application analysis, images tend to perform better than videos in terms of engagement and reach. ; (2) format: albums tend to perform better than other formats, such as stories or reels; (3) the theme has a significant impact on engagement; (4) emotion: content that makes people feel happy, inspired, or entertained is usually better than other types of content; and (5) consistency: consistent posting frequency and timing are critical to maintaining audience interest and expanding its reach*

**Keywords:** *social media, instagram, promotion, private university, uhamkatv*

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### INTRODUCTION

The way people search for educational information is an important aspect of higher education management that must be mastered in today's digital era. Studying in post-secondary higher education means acquiring expertise, certifications, and skills (Monteiro & Leite, 2021). According to the Higher Education Data Base (PDDikti) 2023, there are 4,537 higher institutions in Indonesia, and more than 90% are private institutions. The development of education, especially higher education, is increasingly diverse. Competition between institutions in introducing and marketing their services to prospective new students is unavoidable. The phenomenon of marketing communication as a process of delivering messages and

the basis for higher education promotion is a challenge that universities in every country must face (Langan et al., 2019). Universities must synchronize marketing communications with the media used so that they are effective and do not generate misleading expectations regarding service quality (Smedescu et al., 2017).

The evolution of communications technology has substantially influenced the marketing communications processes of individuals, businesses, and even universities. The transition from traditional marketing communications media to digital media is a challenge for business owners, especially in the education sector. The presence of the internet as a new medium affects how quickly people receive information (Lovari & Valentini, 2020). Teachers and students use the

digital technology as the most effective Learning Management System (LMS) in the learning process (Bond et al., 2018). The main reason people use the internet is to find information (57.8%), followed by connecting with friends and family (53.7%), and getting the latest information (50.9%). (We are social, 2023) New media such as social media that is integrated with the internet network provides various advantages for consumers. Moreover, when the COVID-19 outbreak hit the world two years ago, social media served as a means of online communication to access information and interact with others (Wong et al., 2021). In the digital era, people are starting to leave traditional media such as television, newspapers and magazines. Digital marketing is marketing products, services, information and ideas using digital technology, such as websites and social media, which can be analyzed using statistical data to develop marketing strategies (Yoga et al., 2019). Many private higher institutions in Indonesia, especially in the capital city of Jakarta, are competing with each other to market their services. The high number of young people using social media encourages higher institutions to utilize social media for digital marketing. Social media marketing activity is an important aspect that influences users' continuation, participation and purchase intentions (Chen & Lin, 2019). Private universities in India use a higher education institution marketing (HEI) approach to recruit new students; in particular, students should be viewed as clients in higher education and as customers who receive services (Sharma, 2022). In marketing educational services and facilities, universities must examine marketing communication channels.

Social media is an effective tool to assist business strategies in reaching more specific target market (Arrigo,

2018). Various media such as Instagram, YouTube, Facebook and Twitter are social media platforms with specific functions and message formats, including photos, videos and simple text. As a collection of commercial and technological platforms, social media has a certain allure (Appel et al., 2020). Therefore, it cannot be denied that social media has now become part of any organization's marketing plan (Kennedy, 2016). The use of social media as a college marketing communication channel is nothing new. Marketing communication in universities involves communicating with prospective students on social media networks to share information about the university and their potential students during the admission period (Schüller & Raicová, 2011). Promotion is one of the communication instruments in the offline and online marketing mix, especially the 4Ps (product, place, price and promotion). This dimension plays an important role in introducing the product and convincing customers to buy it (Egan, 2020). Solid promotions provide a thorough understanding of the product and strong motivation to get it. Planning and coordinating the elements of the promotional mix is the essence of promotion. It requires setting goals for what features must be achieved, allocating sufficient budget to support the goals, designing campaigns that will achieve the plan, and finally monitoring campaign results regularly to ensure the fulfillment of communication goals marketing (evaluation and control) ) (Rosalind Masterson, 2021). Promotional activities for sales consist of content marketing, incentives, rewards, online loyalty programs, and competitions (Smith, P. & Zook, 2016). Social media is used for content marketing in an online advertising. Public and private universities are increasingly sharing content through photos on Facebook.

Moreover, some universities rely more on external relations to promote their institutions (Perutal & Shields, 2017). Marketing professionals in higher institutions must develop more comprehensive and consistent communication methods to strengthen the stakeholder's relationships. Administrators of social networks for universities can identify patterns in the publication of information and increase the participation of social media users (Rocío Bonilla et al., 2020)

Content marketing has become a buzzword in recent years. Considering the future of advertising in the digital economy, one way for marketers to attract audience attention on social media is through content marketing interaction (Kotler, 2017). The Content Marketing Institute defines content marketing as a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a targeted audience and ultimately motivate customers to take profitable actions (Quesenberry, 2019). A social media communication strategy must combine both visual and written materials (Freberg, 2020). Dissemination of material through social media is one of the digital marketing communication tactics implemented by universities to present their services to the general public. For example, Higher Education Institutions (HLI) in Tanzania use social media for promotional purposes. HLI leverages social media to share information about campus life, upcoming and past events, and new programs. Besides being effective, social media has a wider reach including receiving questions, feedback, increasing visibility, individual presence during events, and reactions to various posts (Masele & Rwehikiza, 2021).

According to We Are Social's (Hootsuite) global digital overview

report for 2023 (FIGURE 1), WhatsApp is the most popular social media network (15.8%), followed by Instagram (14.3%), Facebook (14.2%), WeChat (12.2%), and TikTok (6.1%). Instagram has 2 billion monthly active users. Based on age and gender (FIGURE 2), Instagram is the preferred social networking platform for both men and women. Among female internet users aged 16-24 (23.1%) and 25-34 (17.6%) and male users aged 16-24 (21.3%). Thus, social media platforms such as Instagram can serve as digital marketing communication channels for higher institutions. In general, the target market for senior secondary education consists of high school graduates, both boys and girls, aged 18 to 24 years, with Instagram as their preferred social media platform. The opportunities provided by the existing Instagram algorithm can increase the audience, thereby increasing the number of potential customers and detecting market conditions so that online marketers can immediately respond to plans and reach a larger audience using the Instagram algorithm that is not covered in the marketing process (Agung, 2019). Universities should pursue more aggressive recruitment initiatives for Generation Z. Generation Z consists of people aged 3 to 24 years born between 1995 and 2015 (Rusle et al., 2021).

Instagram is one of the most popular internet-based visual social media platforms where users connect with each other through pictures, videos, stories, IGTV and other features. It serves as a popular means of communication. Higher institutions that use Instagram as a commercial communication channel need the ability to analyze it. The number of likes, comments and shares can be used to determine which aspects of the content are likely to lead to high engagement, reach and conversions on a given platform. Reach and conversions can be measured by clicks, sales and leads.

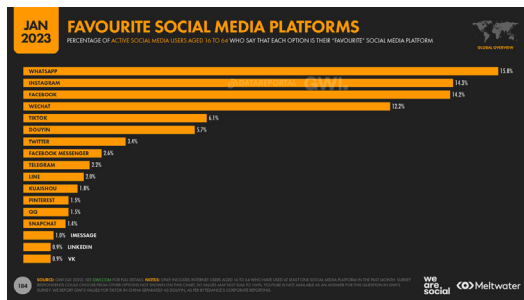


FIGURE 1. Graph of 2023 most popular social media platform rankings

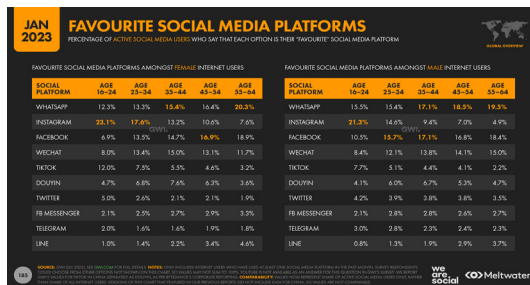


FIGURE 2. Graph of 2023's favourite social media platform ranking according to age range

Source: <https://wearesocial.com/>

According to the Central Statistics Agency (BPS) 2022, Jakarta is the third province with the largest data on the distribution of higher institutions, both state higher institutions (PTN) and private higher institutions (PTS). One of the private higher institutions in Jakarta that utilizes social media as a means of promotion is Muhammadiyah University Prof. Dr. HAMKA (UHAMKA). The Research and Technology Public Relations Award 2022 declared UHAMKA as one of the 10 higher institutions with the best social media performance by higher education service institutions region III (LLDIKTI) in publishing and strengthening the most important higher education performance indicators. UHAMKA has also succeeded in obtaining certification as a private higher institutions in Indonesia with the best social media performance competing with other higher institutions (Humas LLDIKTI Region III, 2022). This

research examines how private higher institutions use Instagram to promote various information related to new student admissions, complemented by content analysis based on big data, focusing on the performance of the Instagram @ uhamkatv algorithm (hashtag, caption, time of posting, and type of content). Promotional activities at UHAMKA are under the Promotion and Acceptance Bureau (BPA) which manages plans, strategies and tools in disseminating and sharing various information to the public. This study can help understand how to develop successful promotions by managing creative and informative content on Instagram that can increase engagement, reach and sales. Research findings can drive the development of content strategies and methods targeted at unique audiences and goals for individuals, businesses and organizations, particularly higher education institutions. Additionally, this paper contributes to how the Instagram algorithm influences the visibility and reach of content, as well as how to modify the algorithm to improve future messages or content.

## METHOD

This study uses a qualitative methodology and descriptive research design. This research contains interviews with members of the BPA and is strengthened by big data-based content analysis to investigate the use of Instagram for secondary promotion. The purpose of qualitative content analysis is to identify significant themes or categories in a text and to provide a detailed picture of the social reality that those themes/categories shape in a given situation. With thorough data preparation, coding, and interpretation, qualitative content analysis can promote the creation of new theories and models, validate existing ideas, and provide vivid descriptions of particular settings or phenomena.

This study also incorporates big data analytics, an innovative strategy that extracts valuable insights from large and diverse data sets that are difficult to manage and process using conventional methods (Corea, 2019; Bahga & Vijay, 2019). Educational institutions are increasingly using this approach to penetrate new market sectors and guide their growth (Camilleri, 2020). Big data is characterized by four Vs, namely volume, variety, speed, and value (Tanwar et al., 2020).

Big data analytics is an innovative strategy consisting of various technologies and processes to extract valuable insights from low-value data that is incompatible with standard database systems for various reasons (Corea, 2019). Universities are increasingly embracing big data and analytics to penetrate new market sectors in various contexts, as well as integrated marketing communications plans to guide the growth of universities in the right direction (Camilleri, 2020). Big data is defined by the International Data Corporation (IDC) as technological advances and new architectures designed to extract economic value from large amounts of resources with various data types. In addition, big data is characterized by four Vs: volume, variety, speed, and value (Tanwar et al., 2020). It uses premium software, called Virol, to collect and analyze data from Instagram per research requirements. The data is then presented graphically for analysis. Content analysis involves manually coding and categorizing collected data to identify content trends and topics. Analytics tools examine various aspects of messages, including media type, format, hashtags, language, emotion elicited, and consistency.

The primary data source is the Instagram account @uhamkaTv, the official account that promotes UHAMKA college. In terms of data collection, a

sampling approach was used based on the selection of informants who met certain criteria and the needs of the researcher. In-depth interviews were conducted with the Head of the UHAMKA Promotion and Admissions Bureau (BPA).

## RESULTS AND DISCUSSION

UHAMKA (FIGURE 3) is a private higher institution based in Jakarta which is under the auspices of the Muhammadiyah Islamic organization which is based on Islam and Muhammadiyah according to the Al-Quran and As-Sunnah. As a charity for the association of Muhammadiyah Islamic organizations within the scope of education in implementing good university governance, which is reflected in the development of sustainable governance professionalism, UHAMKA is certainly still based on Pancasila and the 1945 Constitution. The Teacher Education College (PTPG) was established on 25 Rabiul Awal 1377 H/18 November 1957 M. In 1958, PTPG changed its name to the Teaching and Education Faculty (FKIP) of the Muhammadiyah University of Jakarta (UMJ). In 1965, FKIP UMJ separated itself under the name IKIP Muhammadiyah Jakarta (IKIP-MJ). From 1979 to 1990, the government entrusted IKIP-MJ to manage the Diploma Program for the Education Personnel Project. In 1997, IKIP-MJ changed its name to Universitas Muhammadiyah Prof. Dr HAMKA to improve the quality of its education. UHAMKA has obtained Excellent accreditation based on SK 290/SK/BAN-PT/AK-ISK/PT/VI/2022 BAN PT in mid-2022 as a result of its relatively rapid development and various achievements. Currently, UHAMKA students are dispersed throughout Indonesia.

UHAMKA has a special unit in charge of higher education marketing, namely the Promotion and Admissions Bureau (BPA) (FIGURE 4). One of



FIGURE 3. Logos of UHAMKA  
Source: <https://bpti.uhamka.ac.id/logouhamka/>



FIGURE 4. Logo of BPA  
Source: [www.uhamka.ac.id](http://www.uhamka.ac.id)

the main responsibilities of the BPA is managing and overseeing the admissions process for new students.

In promotional activities, BPA uses various communication media, including social media such as Instagram, YouTube and TikTok. BPA maintains an Instagram account named @uhamkatv which has 55,000 followers. Until February 2022, @uhamkatv has produced 991 posts with various types of content (FIGURE 5).

In promoting its university, BPA UHAMKA uses its social media such as Instagram, YouTube and TikTok which have the same account name, 'uhamkatv'. Previously, BPA had a PMBUhamka account which stands for New Student Admissions. But, in early 2022, it changed its name to @uhamkatv and became the official marketing communications channel managed by BPA. UHAMKA has another Instagram account, namely @uhamkaid which is managed by the public relations division to disseminate broader information about UHAMKA as a whole, such as announcements, news, achievements and events.

Globally, the success criteria for



FIGURE 5. Instagram account @uhamkatv

content strategy are identifying strategy and vision, business unit collaboration, localization, recruiting and empowering talent, risk tolerance, religious content, education and training, and technology adoption. In the book *Marketing Communications* by Egan (2020), there are marketing communication instruments, or what is generally called a marketing communication mix or promotional mix, that can be used to communicate with audiences. Advertising, sales promotion, personal selling, and public relations are the four marketing communication tools. Various strategies are needed for digital marketing to be effective and to reach audiences. Real-Time Marketing (RTM) are marketing approaches and techniques that enable instant response and action through digital channels (Rebecca Lieb, 2017). First, the planning approach, which includes listening and learning, identifying RTM business goals, integrating with content strategy, integrating with media strategy, determining timing, elements, and expectations, building guardrails and trust and anticipating negative RTM. Second, implementation of a plan consisting of a team and tools, establishing triage, training and testing of all parties (strategic and executive training), analytical identification, and periodic evaluations. Since 2017, according to the information received by the BPA, they have used Instagram to promote higher education. Based on conversations with

the head of promotion, BPA UHAMKA has identified the following reasons for separating Uhamka college marketing communication media from other official social media:

*“Because the target market for each unit is different, so is the content being disseminated. When Uhamka Public Relations manages an Instagram account, the target market is the general public and the content delivered is internal/generic content that describes Uhamka. Meanwhile, the target audience for Instagram accounts managed by (BPA) are high school students or prospective new students, so the content shared is institutional promotional content” (Novendar, 2023)*

According to interviews, the main reason for the Instagram account managed by Uhamka Public Relations that is different from @uhamkatv is to promote Uhamka. As the intended audience is different, so is the material. In addition, the Instagram account for the promotion of higher education has been rebranded in early 2021. The change from @pmbuhamka to @uhamkatvas is a media campaign for Uhamka College; this is due to two factors: First, the name @pmbuhamka was chosen because it is easy to remember. Second, the change to @uhamkatv seeks to diversify the topics of the content provided. In addition, the Promotion and Admissions Bureau (CPA) is divided into two teams, each with different responsibilities: the promotions team and the admissions team. Unlike the admissions team, the promotion team is responsible for soft selling.

UHAMKA Private Higher Education reaches out to new students through social media, especially Instagram. According to the results

of discussions with the head of the UHAMKA BPA promotion unit, other private universities need to do the same thing. Moreover, UHAMKA continues to publish content containing student achievements and other student-related activities. The goal is to maximize the circulation of posts or content as the main communication medium and use unique techniques to attract the attention of the target audience and increase the number of @uhakamkatv followers.

BPA UHAMKA divides the social media team into several teams or PICs (person in charge) who are directly responsible and work together to disseminate information through Instagram content. In addition, as a form of caution by preparing content that does not offend ethnicity, religion, race, and inter-group relations. To further strengthen the synergy, to achieve the registration quota for prospective students, the university management requires each faculty at UHAMKA to carry out admissions and promotions independently. BPA UHAMKA is in charge of coordinating. This was done as a collaborative effort by UHAMKA. Due to funding constraints, promotional activities on the @uhamkatv Instagram account involving third parties were brief. Thus, they concentrated more on developing packaging content for internal consumption.

Conveying information through content must be done with care and caution so that the content and material techniques do not insult other people or negatively affect public opinion. Once the posts are spread to the general public, universities can be affected by the impressions and implications of the material being communicated.

During the Covid-19 pandemic, the digital media played an important role in sharing information and supporting higher education. According to the information compiled, BPA UHAMKA maximizes

the dissemination of information on new student admissions on the @uhamkatv account as a dominant part of promotions using Instagram content in the form of photos, videos and pamphlet designs which are distributed via Instagram feeds, reels and stories. In addition, as an effort to make it easier for prospective students to get complete information and to optimize the use of Instagram as a means of promotion. The biographies of the Instagram account @uhamkatv include the usernames of other promotional social media accounts with the same name, notably @uhamkatv, including TikTok, Facebook and YouTube. Contact information consists of the WhatsApp number, the location of the UHAMKA Promotion and Admission Bureau (BPA), Instagram highlights (FIGURE 6) containing information needed by prospective students, and external links that direct Instagram users to other media (FIGURE 7), such as video tutorials for registration (YouTube), e-brochures (Google Drive), enrollment website and 10 special information links containing academic services, financial services, e-brochures, potential test a, etc.

Instagram data collected by



FIGURE 6. Instagram account highlights @uhamkatv

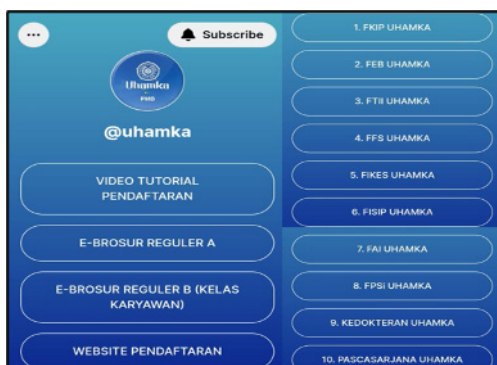


FIGURE 7. External website on the Instagram account @uhamkatv

researchers from the initial use of Instagram @uhamkatv in 2017 until February, 20 2023 reached 991 posts. The @uhamkatv account posts use various Instagram elements such as the use of hashtags, posting time, and content formats ranging from images, videos, albums, and IGTV. Qualitative content analysis enables the integration of visual data into categorizations that can discover themes, discuss findings, and develop new concepts that demonstrate a deep sense of consequence (Serafinelli, 2018).

### Instagram Posting Times

Content analysis research on the timing of Instagram posts might involve analyzing the engagement and reach of posts published at various times and days of the week. This may include collecting data on engagement indicators such as likes, comments, shares, views and impressions and then analyzing it to uncover patterns and trends from @uhamkatv posts.

The Instagram account @uhamkatv posted the most at 18.00 WIB with 125 posts, followed by 19.00 WIB with 101 posts, and at 10.00 WIB with 70 posts, according to the analysis of the data obtained (FIGURE 8).

Usually, the distribution of weekly posts on the @uhamkatv account is separated into two post-publication

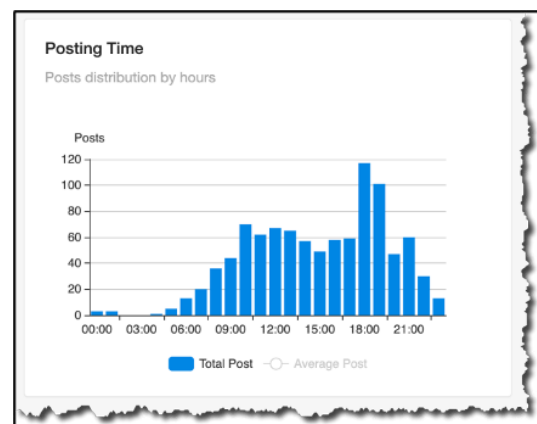


FIGURE 8. Post Time Graph  
Source: instagram.com/uhamkatv



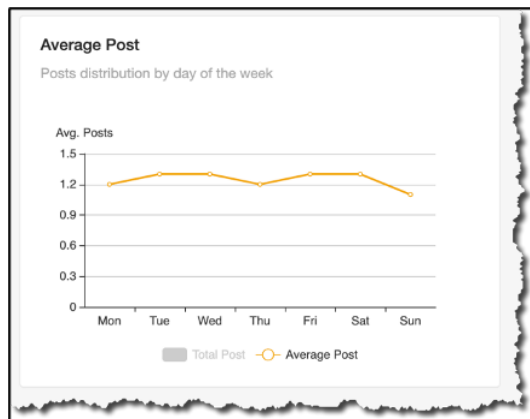


FIGURE 9. Graph of average posts  
Source: [instagram.com/uhamkatv](https://www.instagram.com/uhamkatv)

sessions, namely Tuesday-Wednesday and Friday-Saturday, according to the time each post was made. This is intended to maintain weekly traffic growth (FIGURE 9).

### Hashtags

Hashtags are one of the components or tools of the Instagram social networking platform. Hashtags consist of a # symbol followed by a word that describes the post or target audience (Walsh Phillips, 2020). Hashtags are an integral aspect of Instagram social media marketing; Using hashtags that are trending and relevant to posts is a social media strategy to expand brand reach and gain new followers. In marketing communications, hashtags can be used as a way to find the latest information by typing in the appropriate hashtag that is needed. In addition,

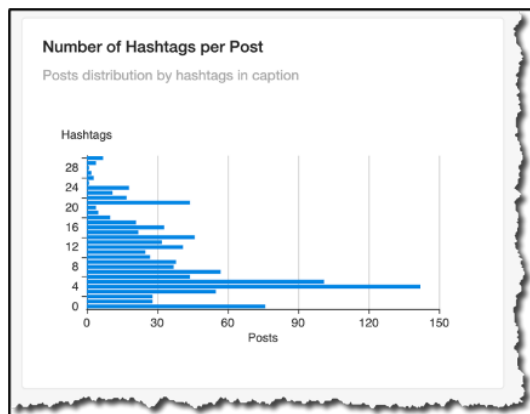


FIGURE 10. Graph of the number of hashtags per post

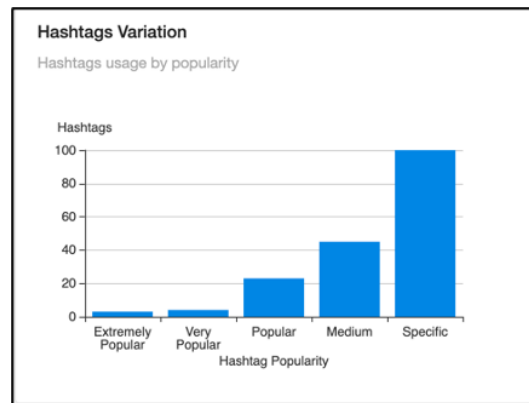


FIGURE 11. Hashtag variation graph  
Source: [instagram.com/uhamkatv](https://www.instagram.com/uhamkatv)

hashtags can also be used for branding and promotion purposes (Yani Tri Wijayanti et al., 2022).

According FIGURE 10, the number of hashtags used for each content submitted by @uhamkatv varies. The most were 142 (one hundred and forty two) posts with 4 (four) hashtags, followed by 101 (one hundred and one) posts with 5 (five) hashtags and 76 (seventy six) posts without hashtags.

FIGURE 11 is the hashtag variation data used by @uhamkatv is divided into 5 (five) categories; based on the data obtained, @uhamkatv is more dominant in using certain types of hashtags, with 100 (one hundred) special hashtags, 45 (forty five) medium hashtags, 25 (twenty five) popular Instagram hashtags, 4 (four) viral category hashtags, and 3 (three) very, very popular hashtags. Within each area, the researchers identified three prominent hashtag applications. In the first category, #free lectures appears in 221 posts (22%), #free lectures appears in 178 posts (18%), and #kampusjakarta appears in 142 posts (14%). Second, in the medium category, #uhamka is in 575 (five hundred and seventy five) posts (58%), #study scholarships can be found in 258 (two hundred and fifty eight) posts (27%), and #college while working is in 168 (one hundred and sixty eight) posts (17%). Third, in the popular category, #scholarships was found in 329 (three

hundred twenty nine) posts (33%). There are 174 (seventy four) #college posts (18%). #infoeasiswa appears in 119 (one hundred and nineteen) posts (12%) and ranks fourth in the viral category after #jakarta with 46 (forty six) posts (5%), #dirumahaja with 17 (seventeen) posts (2%) and #quotesoftheday as many as 11 (eleven) posts (1%). #Indonesia was mentioned in 71 posts (7%), #weekend in 9 posts (1%), and #quotes in 8 posts (1%).

### Format and content type

Based on content fluctuations in FIGURE 12 released by @uhamkatv, the most dominant are images with 677 (six hundred and seventy seven) posts. The second type of content is albums with a total of 270 (two hundred and seventy)

posts, and the third type of content is Vidio with a total of 37 (thirty seven) posts.

It can be observed from the data at FIGURE 13 that the average reach varies depending on the type of material published. Photo content in this category has an average of 267 (two hundred and sixty seven) impressions and six (six) comments. Both forms of album material get an average of 205 impressions and 8 (eight) comments. The average reach for the three types of video content is 164 (one hundred and sixty four) with 4 (four) comments, while the average reach for the four types of IGtv content is 115 (one hundred and fifteen) with 4 comments.

According to the research, this type of photo material performs better than

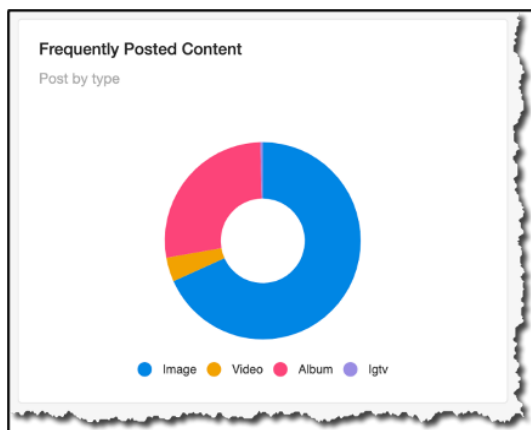


FIGURE 12. The type of content that is often published

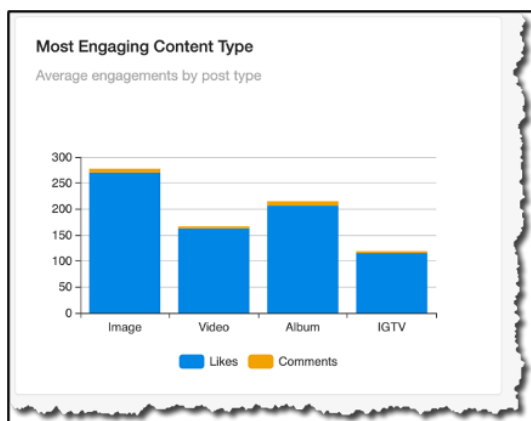


FIGURE 13. Graph of average reach by content type  
Source: [instagram.com/uhamkatv](https://www.instagram.com/uhamkatv)



FIGURE 14. Post the photo category with the most number of likes

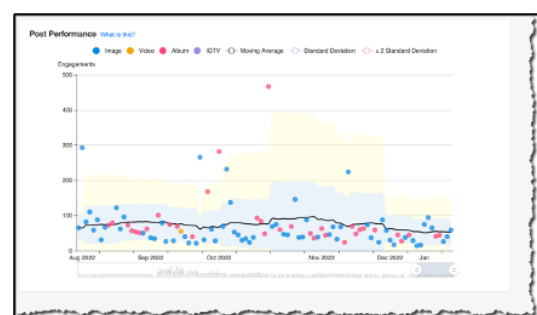


FIGURE 15. Post Performance  
Source: [instagram.com/uhamkatv](https://www.instagram.com/uhamkatv)



FIGURE 16. @uhamkatv best post-performance

video, album and IG TV content. As of August 2022 - 2023, content with this type of photo gets the most likes, 270 (two hundred and seventy) likes to be precise. (FIGURE 14).

Based on the post-performance data collected in FIGURE 15 between August 2022 and January 2023, it was determined that one album had the highest post-performance. The album is the 932nd publication with a total reach of 468 (four hundred sixty eight) accounts posted on October 20, 2022. The post with the second best performance in the form of an album, which is the 919th (nine hundred and eighty two) accounts posted on October 1, 2022, and the third is in the form of an album-shaped post with a photo type that reaches 267 (two hundred sixty seven) accounts posted on September 28, 2022.

## CONCLUSION

This study shows that private universities that promote higher education on Instagram prioritize content as an important technique of their communication. UHAMKA's use of Instagram as a platform to promote private higher institution has a positive impact on promoting higher education. The use of social media such as Instagram as a marketing communication channel, especially in the promotion of higher education, is considered important by all private higher institutions, especially in

the digital era, because now everything can be accessed easily via the internet. In the 2022 new student admissions session, the UHAMKA BPA found that 4,272 (37.96%) of the 7,606 (seven thousand six hundred and six) prospective UHAMKA new students knew their university via the internet. Thus, the use of social media as a means of promotion facilitates the dissemination of information about higher education to prospective new students.

Based on the results of an analysis of the content posted by UHAMKA, the college promotion team must generate content ideas and evaluate account development, starting from the graph of the increase in the number of followers, the type and variety of content needed by the target market, and an understanding of the Instagram algorithm regarding the following general findings: first, posts created on certain days of the week tend to perform better than regular days; second, posts made at certain times of the day tend to perform better than random times; third, the times of posts that generate the most engagement and reach can vary based on content type, target audience, and account goals; and fourth, the timing of posts that generate the most engagement and reach can also vary based on trends, events, and holidays

There are five elements that contribute to improving the performance of Instagram posts: first, through analysis of the @uhamkatv Instagram account, it can be indicated that photos or images have better performance than videos in terms of engagement and reach. Second, the promotional ambassador album format worked better than alternative format such as story or scrolling. Third, themes related to the faculty generate greater participation because they involve parties other than BPA. Fourth, emotional content, such as what makes people happy, inspired, or entertained, is usually the favourite content of the other

categories; and fifth, posting consistency is very important so that users want to visit the site again for the latest information, which in turn increases the reach of the site.

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