



The Influence of Digital Marketing on the Attraction of Educational Institutions in the Technology Era

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ABSTRACT

In today's developing era, there is a lot of business competition that utilizes technology as a business utilization, one of which is using social media. The most widely used social media is tiktok after istagram, youtube, facebook, and whatsApp. By using TikTok as a promotional medium, it will minimize the use of costs, time and energy spent by sellers. According to Griffin & Ebert, promotion is part of the marketing mix, namely advertising, sales promotion, direct marketing and publicity and public relations that must be carried out to increase sales in a company. The purpose of promotion is the delivery of information, positioning the product, persuading consumers to like the product, increasing and controlling the volume of sales, and can influence consumer spending decisions. If this promotion strategy is carried out well, it will have a good impact on the sustainability of the online shop business because there is quite a lot of potential so that it can add to the economic independence of business actors who are trying to introduce their products to carry out online shop sales activities through the use of tiktok social media

INTRODUCTION

Islam is a perfect religion, regulating all aspects of life based on the Qur'an and Hadith. Muamalah activities include economic activities, where economics is a branch of science that discusses human activities, both individuals and groups, in an effort to fulfill their needs. The implementation of buying and selling activities (muamalah) must be carried out according to Islamic provisions and in accordance with Islamic concepts.

In Islam, promotion is highly recommended but must adhere to truth and reality, this must be in accordance with the Word of Allah SWT in the Qur'an, Surah An-Nisa' (4) verse 29:

Meaning: "O you who believe, do not consume one another's property in a false way, except by means of trade that is valid between you by mutual consent. And do not kill yourselves, for Allah is Most Merciful to you."

In this verse, Allah forbids believers to consume, utilize, use, and (all other forms of transactions) other people's property in a false way, namely that which is not permitted by sharia.

LITERATURE RIVIEW

In Islam, the promotion that is highly recommended by Rasulullah is to explain to consumers correctly, not only the advantages are explained but the disadvantages or side effects of using the product must also be explained. This is also found in the Qur'an Surah Al-Baqarah verse 172:

Meaning: "O you who believe, eat from the good things We have provided for you and be grateful to Allah, if it is Him that you worship."

METHODOLOGY

From the verse above we are allowed to make transactions with other people through trade on the basis of mutual consent, mutual sincerity, both in informing their products is by advertising through mass media, through this advertisement the company tries not to be allowed to incite consumers that their products are the best, cheapest, quality compared to other products because this is certainly in accordance with Islamic teachings both from the Qur'an, this is as an expression of gratitude to Allah SWT.

RESULT AND DISCUSSION

Pengertian Pemasaran

Menurut American Marketing Assocation, pemasaran diartikan sebagai hasil prestasi kerja kegiatan usaha yang alngsung berkaitan dengan mengalirkan barang atau jasa dari produsen ke konsumen. Strategi pemasaran adalah a set of principles that are appropriately, consistently, and appropriately implemented by the company in order to achieve the target market in the long term and the company's long-term goals (objectives) in certain competitive situations.

J.C. Penney defines marketing as the process of finding customer wants and needs and then providing goods and services that meet or exceed those customer expectations. Marshall Field also defines marketing as the process of planning and implementing concepts, pricing, promoting and distributing ideas, goods, services, organizations, and events to create and maintain relationships

that satisfy individual and organizational goals. According to Kotler, the marketing mix is a collection of controlled tactical marketing tools that companies combine to produce the desired response in the target market.

Marketing Objectives

The purpose of using the marketing concept is to change the orientation of other marketing management philosophies that have proven to be unsuccessful in overcoming various problems, due to changes in the characteristics of today's market which tend to develop. This marketing concept has shown many benefits in a company. A company that is established has a main goal, namely to achieve a certain level of profit, company growth or increase company share. In the view of the marketing concept, the company's goals are achieved through the marketing concept. Consumer satisfaction is obtained after consumer needs and desires are met through integrated marketing activities.

Definition of Promotion

Tjiptono defines promotion as a form of marketing activity that disseminates information, influences or persuades, and or reminds the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

Meanwhile, Simomora defines promotion into two points of view. For producers, promotion is an activity to provide product information, persuade consumers to buy, and to remind consumers not to forget the product. For consumers, promotion is communication between producers and consumers that acts as an invitation, provides added value or incentives to buy products, to retailers, sellers, or consumers.

Effective promotion will maximize sales volume. Based on that reason, advertising, sales promotion, and product publicity work together, advertising helps develop and strengthen quality, differentiate brand reputation and build market volume, sales promotion also helps build market volume, product publicity helps develop long-term relationships between companies and consumers.

The two definitions above can be concluded by the author that promotion is an activity or activity carried out by a company that is in the form of persuasion or invitation to increase the company's target, one of which is to stimulate increased sales that have been previously targeted and increase the number of goods purchased by customers. Through promotion, companies can attract new customers, influence their customers to try new products, encourage customers to buy more products, attack promotional activities carried out by competitors, increase purchases

Promotion Strategy

Initially, the concept of strategy was defined as various ways to achieve ends. In line with the development of the concept of strategic management, strategy is not defined solely as a way to achieve goals because strategy in the concept of strategic management also includes the determination of various goals themselves which are expected to ensure the maintenance of the company's competitive advantage. The following is the concept of strategy put forward by

Chandler and Andrews, where strategy in this sense also includes the determination of various goals and the direction of the company in the long term.

Online Sales

Danang Sunyoto in his book defines Sales as one of the marketing activities, because with sales it can create a process of exchanging goods or services between sellers and buyers. Sales as a program consisting of various marketing activities that seek to facilitate and facilitate the delivery of goods or production from the company to consumers so that their use is as needed.

In Making Online Sales there are 2 Types or Kinds that a Seller can do:

1. Commercial Online Services Internet services that offer information and online sales services to customers who pay monthly fees such as America online, CompuServe and Prodigy.
2. Internet Global Web a vast and rapidly growing computer network that has no central management and ownership.⁸³

So the definition of sales is an activity to distribute goods to consumers or buyers produced by a company by means of promotions that influence consumers until the goods are sold to consumers through electronic media or cyberspace, Sales activities are always present in every business, both profit-oriented businesses and social businesses to gain a profit.

The Purpose of a Company in Making Sales is:

1. Meeting consumer needs for a product and then to gain profit or profit.
2. Increasing the sales volume of more profitable products.
3. Maintaining existing products so that they can continue to exist so as to support the growth of the company.

Tiktok as a Promotional Media

Social networking media is a mobile technology based on websites or access channels such as Facebook, Twitter, Instagram, LinkedIn and YouTube which is a place for millions of consumers to search for information and discuss products before making purchasing decisions.

Tik tok is a photo and video sharing application that allows users to take photos, take videos, and also apply digital filters and share them to various other social networking services. Tik tok is one of the social media that can be used as a product or service promotion. Online advertising (on the internet) is currently very challenging along with the development of social networking media that is growing rapidly connecting marketers with target markets without limitations of space and time. This media can create consumer awareness faster and with a wider reach than messages through traditional media.

Social media is a more appropriate promotional media and interactive communication can occur involving sellers and their products. Social media users can provide information to each other by re-posting the product and in a modern society that upholds the spirit of respect for individuals, communication between humans has become increasingly individualistic. Achieving as many sales as possible to members of a modern society like this is certainly different from sales made to a society that is still traditional. Although in modern sales, advertising placement in various modern mass media such as radio, film, print, and television is still done, not many people are currently comfortable spending a long time watching advertisements. In order to enter the personal space of each

individual modern human being en masse, marketing communication also requires modern communication channels.

To Get Maximum Results, a Seller Needs to Go Through Several Stages of Marketing Strategies Through Social Media that Must be Done, Namely:

1. Monitoring, is a continuous process and must be done using many systems so that nothing is missed, either good or bad. With this monitoring, a business and product name. Then check our accounts and our competitors' accounts every day to find out the problems experienced by consumers.
2. Responding, it takes speed in responding to situations that occur as early as possible. If there are negative comments or conversations from consumers and as long as it can still be resolved by the customer support team, then let them solve it.
3. Research, after we monitor consumer comments about our business. Then we must understand who the customers are who are the market share and then we do research on what they need.
4. Campaign and ongoing strategy, Social media marketing work can be divided into two parts, namely ongoing strategy and campaign. Ongoing strategy is work that is done routinely blogging twitter, instagram, exposing useful content to forums, and so on, this must be done before monitoring to find problems complained about by customers. Ongoing strategy is intended to build brand and reputation. While the campaign is a kind of social media marketing that brings visitors in large numbers but briefly to the sites we have. The campaign must be carried out in accordance with the ongoing strategy and have a clear schedule goal.

CONCLUSIONS AND RECOMMENDATIONS

It can be concluded that social media is very influential in marketing strategies or in promotions. Social media users can provide information to each other by re-posting the product and in a modern society that upholds the spirit of respect for individuals, communication between humans has also developed increasingly individualistically. Achieving as many sales as possible to members of a modern society like this is certainly different from sales made to a society that is still traditional. The stages of marketing strategy through social media that must be carried out are: (1) Monitoring; (2) Responding; (3) Research; (4) Campaign and ongoing strategy.

FURTHER STUDY

This research still has delays, so further research is needed on the topic The Influence of Digital Marketing on the Attraction of Educational Institutions in the Technology Era to improve this research and broaden the readers' knowledge.

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