



Implementation of Digital Marketing at Pancasetia College of Economics and Distance Learning, Banjarmasin, South Kalimantan

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ABSTRACT

Integrating digital marketing technologies like e-commerce, social media, and marketplaces is essential in higher education, especially in open and remote learning settings like Pancasetia College of Economics, Banjarmasin. These resources are essential for boosting student engagement and brand exposure. This study investigates how to strategically use digital marketing to get beyond obstacles that are typically connected to distant learning. Using thematic analysis to understand data gathered from many digital marketing platforms, a case study approach was employed to offer a thorough examination of digital marketing strategies at Pancasetia College of Economics, Banjarmasin. Search engine optimization, social media interaction, and video marketing were the three main facets of digital marketing implementation that the study highlighted. Inadequate internet connectivity, a lack of technological devices, a lack of expertise in content development, mismatched human resource qualifications, and excessive advertising expenses were among the main obstacles. This study provides information on how Pancasetia College of Economics in Banjarmasin may effectively use digital marketing to enhance accessibility and educational delivery.

INTRODUCTION

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Because to the growth of applied technology, the internet, and cellphones, disruptive innovation has expanded throughout the world. As a result, the digital economy, artificial intelligence, big data, robotics, cloud computing, blockchain, and other applicable technologies have taken center stage in business operations, a phenomenon now referred to as the Fourth Industrial Revolution. Additionally, this has changed how people work and live.

The fourth most populous nation in the world, Indonesia, is also expected to undergo changes as a result of the Fourth Industrial Revolution. For example, digital enterprises have evolved across many business types, including commerce, finance, logistics, services, and education. Additionally, companies have made extensive use of online interaction and digital marketing to draw clients and provide quicker and simpler services. Through online interactions, digital marketing seeks to draw clients (Shekhar & Kandoth, 2024). This has advantages for businesses and customers alike. First, digital platforms like social media and websites allow for faster and more effective execution of promotional and advertising campaigns.

Second, internet marketing enables businesses to connect with prospective clients in far-flung locations. Third, it is anticipated that bringing in additional clients will boost earnings. Sales and brand awareness can both be increased by using social networking sites as a marketing strategy (Puspitarini & Nuraeni, 2019). Lastly, internet tools can also be used to support real-time consumer response mechanisms and interactions (Biemans, 2023). The best medium for product promotion and business sales growth is social media (Armutcu et al., 2023; Santoso et al., 2020).

Online information and content regarding tourism sites has increased dramatically as a result of the evolution of social media communication (Kaosiri et al., 2019). When the computer was created in the late 1930s, digital media began to take shape. Later iterations of the internet included a variety of technologies. The processes of change in public communication and media have been studied by numerous media analysts and social science researchers since the early 21st century (Macnamara, 2010). Social media has thereby changed how people communicate and connect with one another on a worldwide scale, affecting various facets of human communication (Edosomwan et al., 2011).

Social media websites have developed into online forums where people may communicate, share content, and share ideas. The content on these websites affects several industries, including tourism, and people's daily life (Islam, 2021). Information from digital marketing and social media platforms influences a large percentage of travel decisions (de Amorim et al., 2022; Islam, 2021). This is supported by a study by Roller (2023), which discovered that 82% of Generation Z (those born in the early 21st century and thought to have been familiar with digital technology, social media, and the internet from an early age) base their travel-related decisions on primary marketing options.

The aforementioned digital transformation has been implemented in for-profit businesses and has extended to nonprofits, including universities.

Universities in Indonesia now completely understand how important digital marketing is to boosting success, especially when it comes to reaching potential students. Additionally, according to Liu & Park (2015), travelers' decision-making regarding services and products heavily relies on digital interaction content, such as current, accurate, and easily accessible experiences. According to Deng & Liu (2021), social media sharing encourages more online communication. Additionally, Kochling (2021) pointed out that students are encouraged to choose higher education through web-based digital interactions and experience sharing.

Sales and marketing professionals' growing usage of digital tools is affecting their responsibilities and relative authority, as well as their relationships and perceptions (Dawes & Massey, 2006). Sales organizations have grown more strategic over the last 20 years (Cuevas, 2018), and sales enablement procedures have caused sales to intrude on marketing-traditional tasks (Peterson & Dover, 2021). According to the study's conclusions, this trend can be resisted by using digital technologies. According to a number of marketing informants, digital tools allow them to take part in online sales discussions. Digital tools can assist NGOs in addressing power disparities in relationships that rely on resources (Jiang et al., 2023).

These strategies promote organizational resilience in the face of uncertainty by fostering collaboration, increasing engagement, and decreasing reliance on external actors – all of which are consistent with resource dependency theory.

By using distance learning technologies, such as online courses, correspondence materials, broadcast media, and e-learning systems, the Pancasetia Banjarmasin College of Economics offers open access to education. Distance learning is a flexible approach to higher education that makes education easier for all students who are spread out geographically. This concept aims to address obstacles that restrict access to higher education, including lack of prior education, personal or professional obligations, and geographic isolation. Pancasetia Banjarmasin College of Economics is renowned for its inclusive policies, which promote professional growth and lifelong learning by providing educational programs tailored to each student's unique needs.

In geographically distant places like South Kalimantan, distance learning is essential for removing educational hurdles. The perfect subject for this study is Pancasetia School of Economics in Banjarmasin, which completely developed and executed distant learning. Reaching underprivileged student populations, particularly those in remote and rural places, is made possible by its unique operational model, which combines digital resources with traditional distance learning approaches. To attract potential students, particularly those in outlying places that traditional higher education institutions might not serve, Pancasetia School of Economics, Banjarmasin, has included internet resources into its marketing approach. Numerous digital marketing strategies have been used, including social media, video marketing, and SEO.

There are still a number of challenges, most notably the local community's lack of awareness regarding distance learning, even though the Pancasetia School of Economics has been hailed as a pioneering digital campus with abundant information technology system resources and equitable service delivery. This

suggests that digital tools have not been used to their full potential in promoting distance learning. This runs counter to its main objective, which is to make higher education programs easily available to the general population, as stipulated by Presidential Decree No. 41 of 1984.

As a leader in open and distance learning in South Kalimantan, the findings of this descriptive study shed light on the digital marketing approach of distance learning. The study's findings clarify the difficulties distance learning encounters when using digital marketing. It is anticipated that the findings of this study will add to the conversation on the use of digital marketing in higher education, particularly in relation to distance learning and digital marketing, which need to keep student enrollment stable.

LITERATURE REVIEW

According to Raman and Ukaj (2017), digital marketing is a new philosophy in contemporary economic activities that includes the promotion of products, services, knowledge, and concepts via the internet and other digital devices. According to Shabbir et al. (2020), digital marketing is a marketing strategy that uses computers and other digital media to lower marketing expenses while increasing the efficacy of marketing initiatives. In order to manage and sustain customer connections for the benefit of the company and its stakeholders, e-marketing uses information technology to develop, communicate, and deliver value to customers.

More precisely, digital marketing is any marketing activity that communicates with potential customers who spend time online by using electronic devices or the internet in conjunction with a variety of digital media and marketing strategies (Chakti, 2019). Customers can examine a company's goods, services, and offerings by visiting a variety of websites, blogs, and social media platforms (such as Instagram, WhatsApp, Line, and YouTube).

Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media, email marketing, content marketing, digital analytics, pay-per-click (PCC), paid media, social media advertising, marketing automation, mobile marketing, e-commerce marketing, influencer marketing, video marketing, and local marketing are some examples of digital-based marketing strategy channels (Mukhlis, 2023).

The industry's features as well as the company's goods and services must be taken into consideration when deciding whether to use digital marketing as a business strategy. More precisely, two factors need to be taken into account: the traits of current and prospective clients, as well as the appropriateness of the traits of the brand, service, or product. Competitor conduct must be taken into account when implementing a digital marketing plan (Ryan, 2014). Digital marketing has a big commercial impact and is reasonably priced. Because it fosters client loyalty and trust, inbound marketing is an essential part of digital marketing (Atienza & Tabuena, 2021).

Additionally, digitalization is essential to the development of successful production and network plans and controls since it improves product processes in a variety of industries. On the other hand, reports suggest that data-driven innovation has made businesses more competitive (Flores et al., 2021).

One benefit of digital marketing, according to Santos (2020), is its inexpensive yet efficient means of drawing in customers around-the-clock. Online marketing entails using digital and virtual spaces to promote and sell goods and services (Kaur, 2017). Additionally, there are benefits and drawbacks to online marketing for online business sellers. Benefits include the capacity to reach customers easily through internet connection, the opportunity to have two-way conversations at their own pace, and the removal of the necessity for a specialized online store because social media can be used as their marketing platform (Dolega et al., 2021). However, there are drawbacks, such as the fact that some customers are hesitant to pay for transactions and would rather view and examine goods or services in person (Musyaffi et al., 2022).

Furthermore, the benefits and difficulties experienced by online business sellers are not substantially impacted by business profiles, such as years in operation, monthly net revenue, and training in online marketing. Similarly, the advantages and difficulties encountered were not significantly affected by training in online marketing or the various forms of online enterprises (product-based, service-based, and product and service-based) (Wereda & Bryczek-Wrobel, 2024).

Since internet companies have a big influence on economic growth, digital marketing and economic stability are linked (Aque et al., 2021). Online sales probably have an impact on stability and economic progress. E-commerce is greatly impacted by consumer behavior (Mittal, 2013). E-commerce is predicted to remain popular due to its convenience. Instead of opposing this new reality, local industries ought to welcome it. To reach their target demographic, they might use digital marketing to create websites and advertising campaigns. It's not hard to compete with big businesses. A competent digital marketing company and a carefully considered online plan are all that are required (Aque et al., 2021).

According to Blut et al. (2023), advantages and social standing have a big impact on long-term customer involvement, which is why customer perceived value (CPV) is so important in nonprofit organizations. Their meta-analysis shows that nonprofits leverage emotional and social value to build long-lasting connections, in contrast to typical relationship marketing, which emphasizes financial transactions. The study discovered that compared to for-profit settings, word-of-mouth (WOM) and intentions to sustain support are more significantly impacted by overall perceived value in nonprofit settings. Consumers of nonprofit organizations place a higher value on community benefit and social recognition than on efficiency and convenience, which are more pertinent in nonprofit contexts.

In order to boost donor and supporter loyalty, nonprofit marketing tactics should concentrate on generating emotional and social value. By highlighting the unique value dynamics that motivate involvement in the charity sector, this study advances the idea of relationship marketing.

This study examines how digital tools like social media, SEO, and video marketing can revolutionize higher education. It highlights the necessity for companies to build digital capabilities in order to adjust to the changing environment (Leeflang et al., 2014). In order to successfully negotiate the challenges of digital marketing, Leeflang et al. (2014) highlight the significance of

addressing talent shortages, reorganizing businesses, and developing meaningful KPIs. This broad perspective underscores a systemic view of digital marketing challenges that extends beyond the education sector, offering insights into global marketing trends and organizational dynamics in the digital age.

This study specifically examines the distinct context of open universities and distant learning, in contrast to the assessed summaries' general marketing focus. This particular focus provides fresh perspectives on how digital marketing tools can be customized to fit the requirements of educational establishments, especially in Indonesia. The study also looks at how digital marketing techniques might enhance academic delivery and student engagement while promoting educational services. In the context of open and remote learning, where conventional marketing strategies might not be as successful, this is especially crucial. In addition to providing useful advice for educational institutions looking to use digital tools for increased reach and engagement, this focus advances scholarly understanding of the function of digital marketing in education.

METHODOLOGY

The campus marketing team was observed and interviewed as part of this study's qualitative methodology. Using thematic analysis to understand data gathered from many digital marketing platforms, a case study approach was employed to offer a thorough examination of digital marketing strategies at the Pancasetia School of Economics, Banjarmasin. Finding, examining, and interpreting patterns in qualitative data is a good fit for this analysis (Clarke & Braun, 2017). Because of its adaptability to many research paradigms, it is a potent instrument for case studies that aim to provide a thorough explanation of a specific occurrence.

Nazir et al. (2024) have also used thematic analysis to investigate the elements influencing the adoption of social media marketing. Thematic analysis was employed in this study to methodically examine information gathered from Universitas Terbuka's stakeholder responses and digital marketing strategies.

An educational approach known as "distance learning" allows instruction and learning to occur without the need for students to physically be present in a regular classroom. It includes a range of distribution channels, including digital technologies, broadcast media (like radio or television), and printed correspondence (Moore & Kearsley, 2012). Depending on the infrastructure and resources available, distance learning is a more comprehensive notion that may incorporate both online and offline approaches (Simonson et al., 2019).

Online learning relies entirely on internet-based technologies for both synchronous and asynchronous involvement, often using learning management systems and video conferencing tools (Dhawan, 2020). To guarantee accessibility for students in places with poor connectivity or technology resources, distance learning, on the other hand, combines offline and online tactics, such as radio broadcasts or printed course materials. This more comprehensive strategy enables distance learning to close the gap in educational access for a variety of populations, especially in rural or emergency situations.

The outcomes of informants' comments about the marketing team's operations are one type of data source. The following methods are used to record data: (a) summaries of the responses from the respondents; (b) the results of the interviews and the statements of the informants recorded with a recording device and then saved in special notes; (c) research-related events captured with an image recording device and saved in a special file.

NVIVO was used to process the data, mostly for the interviews. Data gathering, data reduction, data presentation, and conclusion drawing are the four fundamental steps of data analysis procedures, according to Miles & Huberman (1994). Interviews and image or verbal analysis are the first steps. This approach blends academic knowledge with real-world application to give a thorough grasp of the subject.

Table 1. Digital Marketing Techniques

Research theme	Story	Equipment
Implementing Technology "We have optimized our website with SEO and use tools like Google Analytics to better understand how students interact with our content and improve the experience."	Research on digital marketing technology integration	powered chatbots, usage IoT devices, Digital analytics (Google Analytics, Webtrends Omniture, etc.)
Consumer engagement and acquisition Social media platforms like Instagram are crucial for us as a distance learning university. They allow us to engage with a younger audience and demonstrate the flexibility and accessibility of our programs through interactive features like Stories and Reels.	Study about use effective multiple digital channels and strategies for online communities and loyalty programs	Social media platforms, SEO, and affiliate marketing platforms
Brand management and fame "In an open university environment, maintaining a strong brand presence is crucial for building trust. Collaborating with influencers helps us	Preserving family heritage and heirlooms	Telling a digital store story using Youtube, Vimeo, Instagram, Canva and online reputation management software

highlight the benefits of distance learning, making our programs relevant and credible to prospective students."		
Succession planning "We build digital systems such as knowledge repositories and invest in training to ensure the long-term sustainability of our strategy."	Examining the role of digital leadership change and retaining client leadership	SAP Success Factors: Oracle people, Saba software, Workday

Source : (Kushe et al ., 2024)

RESULTS AND DISCUSSION

For the purpose of promoting College of Economics Pancasetia Banjarmasin, the marketing team uses a variety of digital marketing platforms, such as websites, social media, and YouTube.

Implementation of Digital Marketing at Pancasetia Banjarmasin College of Economics in Search Engine Optimization (SEO)

SEO was the first digital marketing strategy used by the Pancasetia School of Economics in Banjarmasin. It took the shape of a website with the domain name ac.id. Universities, colleges, and academic institutions are obligated to utilize this domain in accordance with Indonesian Internet Domain Name Management legislation (Kurniali, 2012). As a focal point for digital marketing, the UT website has experienced numerous advancements and modifications over time, including adjustments to its size, look, and variety of content.

Finding information is undoubtedly made easier for the general public, particularly new students, by the features on the Pancasetia Banjarmasin College of Economics website. The Pancasetia Banjarmasin College of Economics' profile, academics, information services, publication lists, publicly accessible data, and contacts are all accessible to the general public. The information required for admission to the Pancasetia Banjarmasin College of Economics is readily available to new students via this website. This information includes class schedules, tuition fees, a list of available study programs, and other online services like e-learning, digital libraries, and SALUT (online student services offered by the regional office).

Additionally, the creation of the MY SIAKAD application – an integrated information system application for students – has reinforced this, enabling more effective use of all Pancasetia Banjarmasin College of Economics services. encourage the Banjarmasin Regional College of Economics in Pancasetia. Information on the website includes: 1) The ability to attend lectures while working; 2) Accreditation by the National Accreditation Board for Higher Education three) no entry fees; four) producing graduates of high caliber; and five) the No Drop Out (DO) system. The marketing team of Pancasetia Economics

College in Banjarmasin uses the website to try to create a conversation around an accessible teaching system.

By highlighting its benefits, the marketing staff at Pancasetia Economics College, Banjarmasin, is able to dispel the notion that the institution has a "complicated" lecture method and raise awareness of it. Without a doubt, this condition will get a lot of attention and benefit those who wish to study but have different constraints.

UT's Implementation of Digital Marketing on Social Media

The second digital marketing implementation at the Ancasetia College of Economics in Banjarmasin is through social media. Besides the website, social media is the primary marketing medium most emphasized by the marketing team, considering which social media content is most consumed by the Indonesian public. Based on the results of the Indonesian Polling Study in collaboration with the Indonesian Internet Service Providers Association (APJII), it was found that as many as 171.17 million people, or a percentage of around 64.8% of the Indonesian population, are internet users. Data from We Are Social shows that in 2020, mobile phones (96%) and smartphones (93%) were the most used devices by internet users in Indonesia aged 16-64 years. In the same year, it was also recorded that the number of social media users in Indonesia increased by around 10 million people from the previous year, and there were 160 million Indonesians active on social media in 2020 (Hasiholan et al., 2020).

Given that the target market encompasses all societal divisions and goes beyond high school graduates, the marketing team took advantage of social media's enormous potential as a promotional tool. OT digital marketing is implemented on a number of social media channels, such as Facebook, LinkedIn, Instagram, TikTok, and Twitter. Social media marketing is used by consumers to find information (Lita & Meuthia, 2023).

Social media is a communication tool that is becoming more and more popular for marketing and communication (Silaban, 2022). The STIE Instagram account @pancasetia has 439 thousand followers as of March 2024, the Facebook account @pancasetia has 291 thousand followers, the STIE Linked In account has 93 thousand followers, the STIE Pusat Twitter account @pancasetia has 813 thousand followers, and the UT TikTok account has 3.2 thousand followers, according to the research findings. The quantity of followers is not as significant as it is for other social media platforms because TikTok accounts have only been used for a few years. After that, each region created a TikTok social media page with a larger following.

The group has effectively maintained its current social media presence. The growing number of followers and interest in the postings made by the STIE marketing and social media team serve as proof of this. To reach these numbers, effective management is required. Additionally, there are services to gain additional followers. This number was attained by the STIE marketing and social media team because of the community's and students' steadfast devotion. The passionate fans that leave comments on each image that the STIE marketing and social media team posts are proof of this.

The marketing and social media team at STIE is aware of social media's function as a digital marketing tool that needs to be managed well. Social media is more than simply a hastily made profile. Choosing what to post, what message to express, when to post, and other details are all part of account management. Generally speaking, content posted on social media accounts' home pages—like Instagram, Facebook, and Twitter—relates to the academic community on campus. This implies that it contains details on services, admissions for new students, study and conversation invitations, employment fairs, and so forth. Details about job vacancies are frequently included in LinkedIn content. On the other hand, TikTok content focuses on excellence-related promotion.

CONCLUSIONS

In order to increase the institution's exposure and reach, Pancasetia College of Economics in Banjarmasin has found that implementing digital marketing is a successful tactic. With its comprehensive information on programs, admissions procedures, and services like digital libraries and online learning environments, the SEO-optimized website has served as an easily accessible resource for the general public and potential students. The user experience has been greatly improved by this method, which makes important information easily accessible.

Social networking sites like Facebook, LinkedIn, Instagram, TikTok, and Twitter have also been very helpful in creating a strong online presence by interacting with a variety of audiences, such as recent high school grads, working professionals, and people looking for flexible learning options. The marketing team has effectively created a devoted online community and generated a great deal of interest in the institution's offers, as seen by the increasing number of followers and active engagement in debates.

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