

The Influence of Marketing Communication Via Instagram at the Al Amjad Islamic School in Medan on the Perceptions and Educational Preferences of Students' Parents

Muhammad Hafiz Pulungan^{1*}, Suwardi Lubis², Syukur Kholil³

Universitas Sumatera Utara

Coressponding Author: Muhammad Hafiz Pulungan hfzpulungan@gmail.com

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ABSTRACT

The purpose of this study was to analyze the influence of marketing communication of Al Amjad Islamic School through Instagram on the perception and educational preferences of students' parents. The study used a quantitative approach with a correlation method. The sampling technique used stratified random sampling with 325 student samples at Al Amjad Islamic School Medan. The results showed that the advertising dimension obtained a value of 88%, the facility dimension obtained a value of 87.1% and the peer dimension obtained a value of 87.7%. The results of simultaneous calculations showed that the H₀ hypothesis was rejected and H_a was accepted so that simultaneous marketing communication had a significant effect on educational perceptions and preferences

INTRODUCTION

Marketing communication is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands sold. Through marketing communication is the first step in introducing products to the public. Generally, marketing communication has several combinations that can be called a marketing communication mix consisting of promotions, advertising, public relations, events, direct marketing and others. In this digital era, marketing communication can be informed and introduced to the public via the internet. Currently, the internet is very close to humans both locally and internationally.

Every era of life will continue to change. In fact, the revolution related to life is the industrial revolution which is related to the reproduction sector of a good. The phenomena that occur in this world will continue to change by following the development of the times. It is explained in the development of the revolution, namely the industrial revolution 1.0, where every production of goods and services still uses steam engines. The industrial revolution 2.0 is when electricity has begun to be discovered, such as electric machines. During this period, the effectiveness of human performance increased. The 3.0 revolution was marked by the existence of digital technology and the internet. However, during the internet network, users were still limited. The industrial revolution 4.0 was when humans had found new patterns with the rapid advancement of technology. In this era, the internet has been used en masse and every information is easy to find. The industrial revolution 5.0 was during the period of social welfare where social networks or the internet can be used by anyone and can be used freely. In this era, artificial intelligence has begun to be discovered, which has begun to facilitate every human life and increasingly does not need humans.

Social media is currently proof of the rapid technology like in the industrial revolution. Social media is now starting to vary the form of information delivery. Information through social media is open and currently has no limits. Information that was initially only found in words, can now be enjoyed with visual images and videos. In fact, it can be enjoyed depending on human feelings at that time. People get any information easily through the internet. In promoting a product, the internet has an effective media, namely social media. Social media has several platforms, namely Instagram, Youtube, WhatsApp and other social media. According to We are social and Hootsuite in 2023, social media with the most active users are dominated by Facebook, Youtube and Instagram (accessed on Wednesday, May 17, 2023, at 19.51, <https://goodstats.id/>). Instagram as one of the social media with the most active users is one of the media that is interested in being studied. Instagram users are dominated by all groups. For every company and institution, Instagram social media is a must-have. Because it can make it easier for the public to find a product.

Educational institutions need marketing communication for every activity they do. Nowadays, educational institutions need marketing to attract prospective students who will become students. Educational institutions have now started to enter the world of social media. Through Instagram social media, educational institutions can advertise their educational institutions by creating visual images or videos. Through Instagram, educational institutions can also exchange information and become closer to prospective students or parents. This is important for educational institutions to do.

Al Amjad Islamic School has a vision to create a generation with character and knowledge that is rahmatan lil 'alamin. The mission of Al Amjad Islamic School is to establish an Islamic educational institution and manage it professionally; Provide educators and education personnel who are characterful and competent and knowledgeable in the learning process and learning support activities; Provide facilities, means, and infrastructure that are useful and functional for education; Establish cooperation with external institutions, both domestic and foreign. Al Amjad Islamic School has media for interaction with the audience, namely Facebook, Instagram, Twitter and Youtube. This study focuses on Instagram social media called @perguruanalamjad because Instagram social media is a social media that is easily accessible by parents of students and students themselves.

Perception is an action in determining a choice that comes from the perspective of each person's thinking. In forming a perception, it is formed from several factors, namely individual needs, age, experience, personality, gender and other things that are subjective. Educational institutions have efforts to find out and shape public perception. Educational institutions strive to shape public expectations. There is a perception that states that education can provide a guarantee of the future. This is usually seen from the graduates of the educational institution. In this study, we want to see the perception of parents of students in seeing Al Amjad Islamic School through Instagram social media. After the formation of perception, there are preferences from each individual.

Preference is a decision or choice of something that will be taken by each individual based on the perception that has been formed. In the formation of preferences there are several factors that influence according to researchers, namely cultural factors, social factors, personal factors and psychological factors. Cultural Factors, cultural factors include consumer culture and values, sub-cultures and consumer social classes; Social factors, social factors consist of reference groups, family, roles and social status; Personal factors, personal factors or personal factors consist of age and life cycle stage, education, occupation, income / economic conditions, lifestyle, and personality and self-concept; psychological factors, psychological factors consist of motivation, perception, learning, and beliefs and attitudes. Understanding preferences aims to continue marketing communications that are sustainable so that goods or services that are persuasive to the audience are still chosen. Marketing through Instagram is one of the communications between parents of students and Al Amjad Islamic School from what has been displayed and marketed. Where this can shape the perception of parents of students.

Based on the background above, it is interesting to study "The Influence of Marketing Communication Through Instagram of Al Amjad Islamic School Medan on the Perception and Educational Preferences of Students' Parents".

LITERATURE REVIEW

New Media

The terminology of New media has several concepts that led to the birth of Media, in a book written by Nicholas Gane and David Beer entitled *New media: The Key Concepts*, it says that there are at least six concepts in New media or New Media (Utami, 2021) including Network / Network Network, information, interface, archive, interactivity and simulation. The development of media functions has developed far from what we have so far gotten from conventional media, becoming easier with the internet and social media (Nasrullah, 2015). Social media has various types, ranging from being directly connected to the internet to distributing files. In a book entitled *Social Media*, there are six categories of social media (Nasrullah, 2015), namely Social Networking, blogs, microblogging, media sharing, social bookmarking and wikis.

Instagram

Instagram is a mobile application where users can upload photos or videos along with text. Users can also like, comment and engage with each other on a post. Instagram can be said to be one of the fastest growing social media platforms. Research using Instagram social media is still limited because it is relatively new (nuranisah, mainisartika, & Kurniawan, 2021).

Marketing Communication

All forms of communication used by organizations to inform about a product and influence the buying behavior of consumers and potential customers (Panuju, 2019). In its development, marketing communication has developed into a fundamental thing in marketing a product from producers to consumers. This aims to make the product attractive to consumers to buy. Marketing communication is part of communication that has an important role in educating, informing, persuading and providing entertainment to the audience.

Here are six elements of marketing communication that can influence positive perceptions of the brand being conveyed (Hermawan, 2019), namely advertising, sales promotion, public relations, personal selling, direct selling, events and experiences. A development of publicity that refers to organizational procurement that is supportive of promotion. For example, sponsorship supports events that are of public concern.

Perseption

According to Kotler (in Wardhani, Sumarwan, & Yuliati, 2015) perception is an individual process in selecting, organizing and interpreting input and information to create a meaningful picture of the world. Perception can also be said to be an important activity that connects individual consumers with groups, situations and marketer influences. In perception occurs through stages that are built with the aim of directing other people's opinions about something. This opinion becomes something that builds perception because perception has a high level of trust. In relation to consumers, when consumers have a perception of a product, a purchasing decision occurs. Perception has a benchmark to find out the cause of something that happens to humans. The benchmark is to achieve the goals of the perception process. There are several benchmarks for perception in this study (Wardhani, Sumarwan, & Yuliati, 2015), namely location, price, product, promotion, facilities.

Preference

According to Khasbulloh (2020) preference is something that leads to the determination of the community's choice of an institution or foundation and feels satisfaction with their choice. Preferences have factors that can influence the community as parents of students in choosing a school, namely (Khasbulloh, 2020) namely school facilities, school culture, school location, religious-based schools, customer satisfaction, internal factors, social motivation factors and emotional motivation factors. In decision making there are factors where. According to Kotler and Keller, there are factors that can influence a person's behavior in decision making, namely (Septhevian, 2014) namely teacher quality, teaching quality, religion, facilities, costs, environment, school security.

Research Hypothesis

Hypothesis I:

H₀: There is no influence of marketing communication through instagram al amjad islamic school medan on the perception of education of parents of students

H_a: There is an influence of marketing communication through instagram of al amjad islamic school medan on the perception of education of students' parents

Hypothesis II:

H₀: There is no influence of marketing communication through instagram al amjad islamic school medan on the preference of education of parents of students

H_a: There is an influence of marketing communication through instagram of al amjad islamic school medan on the preference of education of students' parents

Hypothesis III:

H₀: There is no influence of marketing communication through instagram al amjad islamic school medan on the perception and preference of education of parents of students

H_a: There is an influence of marketing communication through instagram of al amjad islamic school medan on the perception and preference of education of students' parents

METHODOLOGY

The research method used in this research uses a quantitative approach with a positivistic paradigm. This research method uses correlation research through descriptive methods. This research wants to see a description of the phenomenon of Instagram marketing communications on the perceptions and educational preferences of students' parents. This research also wants to see the relationship of marketing communication variables to perceptions and preferences. The following are the variable indicators used in the research.

Table 1. Variable Indicator

| VARIABLE | DIMENSIONS | INDICATOR |
|---------------------------------------|-------------------------|--|
| Marketing Communications (Variable X) | <i>Advertising</i> | Advertising source information |
| | | Advertising frequency on Instagram |
| | | Ad impressions on Instagram |
| | <i>Sales Promotion</i> | School discounts via Instagram |
| | | Influencing directly via Instagram |
| | <i>Public Relation</i> | Get continuous school information |
| | | Instagram communication strategies |
| | | Public awareness about schools through Instagram |
| | <i>Personal Selling</i> | Instagram admins are able to inform about schools |
| | | Offers directly via Instagram |
| | | Inform directly via Instagram |
| | <i>Direct Selling</i> | Communication in Instagram Direct Messages |
| Communication without intermediaries | | |
| Perception (Variable Y1) | Location | Strategic location of the school |
| | | The size of the school area |
| | Cost | According to family income |
| | | Ease of payment |
| | Promotion | Marketing effectiveness |
| | | Product awareness through promotions |
| | Facility | Complete facilities |
| Environmental conditions | | |
| Preference (Variable Y2) | Student Parents' Income | Parents' income is sufficient to choose a school |
| | | Parental income is commensurate with academic facilities |

| | | |
|--|---------------------------|---|
| | Social and Cultural | Parents have high education |
| | | Parents' expectations of the school |
| | | Parental involvement in children's education |
| | Academic Ability | The child's academic abilities are good |
| | | School achievement is commensurate with child achievement |
| | Which school are you from | School quality |
| | | Teacher quality |
| | | School facility |
| | | school curriculum |
| | Resources | Child lifestyle |
| | | Information from social media |
| | Friends of the same age | Completeness of information sources (social media) |
| | | Children's environmental background |
| | Scholarship | Child behavior |
| | | Availability of school scholarships for the next level |
| Availability of information about further educational pathways | | |

Population and Sample

The population used as research objects were parents of Al Amjad school students. The research population was 1748 students at Al Amjad Islamic School Medan (Ministry of Education, Culture, Research and Technology, 2022). To produce ideal results, this research used a population at kindergarten, elementary, middle and high school levels at the Al Amjad Islamic School in Medan.

Table 2. Population of Al Amjad Islamic School Students in Medan

| Educational level | Student Population |
|--------------------|--------------------|
| Kindergarten | 203 |
| Elementary school | 905 |
| Junior high school | 491 |
| Senior High School | 149 |
| TOTAL | 1.748 |

Source: Ministry of Education and Culture (2023)

Sampling Technique

This research uses probability sampling as a sampling technique. Researchers used the Michael and Isaac table as the first sample calculation (Benu & Benu, 2019). The sampling technique used in this research uses the Slovin formula to produce a sample size provided the population is relatively large (Sugiyono, 2019). The following is the calculation using the Slovin formula.

$$n = \frac{N}{1+N(e)^2} = \frac{1748}{1+1748(0,05)^2} = \frac{1748}{5,37} = 325$$

The research population was 1748, resulting in a sample of 325 respondents. At each level of education, sampling was calculated using stratified random sampling to produce proportional results with a significance level of 5%. The following are the results of calculating a sample of educational levels.

Table 3. Sample of Students at Al Amjad Islamic School, Medan

| Educational level | Student Sample |
|--------------------|----------------|
| Kindergarten | 38 |
| Elementary school | 168 |
| Junior high school | 91 |
| Senior High School | 28 |
| TOTAL | 325 |

Data Collection Technique

Primary Data

The data used in this research is through questionnaires and online Google forms. Questionnaires were distributed to respondents who had been determined through sample calculations. The questionnaire contains a list of 43 questions.

Secondary Data

The data used in this research uses literature study data. In this research secondary data was obtained from the Research and Development Sector of Al Amjad Islamic School Medan and the official account of Al Amjad Islamic School, namely @perguruanalamjad.

Validity Test

Validity is something that is used to explain the accuracy of a measurement instrument against what it is supposed to measure. This research uses the Pearson validity test. This validity test used 30 people outside the sample with several ordinal type question items. By stating $r_{count} > r_{table}$ then the data is considered valid and vice versa. The following is the formula from Pearson.

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{[N \sum X^2 - (\sum X)^2][N \sum Y^2 - (\sum Y)^2]}}$$

Information:

r_{xy} = Correlation coefficient
 n = Number of Respondents

$\sum X_i$ = Number of Questions

$\sum Y_i$ = Total score of items

Based on the results of the validity test calculations, it was obtained that each question item from the marketing communication variable, perception variable and preference variable was considered valid because the calculated $r > r$ table using a significance level of 5% and the r table obtained was 0.361.

Reliability Test

Reliability refers to an understanding that the instruments used in research to obtain the information used can be trusted as data collection tools and are able to reveal actual information in the field. Reliability is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answers to statements are consistent or stable over time (Benu & Benu, 2019). This research uses the Cronbach's Alpha reliability test. If the Alpha value is > 0.70 then the question construct is said to be reliable. The following are the results of the reliability test of the three variables. Based on the reliability test above, variable X against Y1 and Y2 is 0.888 > 0.70 , so it is declared reliable.

Descriptive Analysis

Descriptive analysis is a form of data analysis to test the generalization of research results based on one sample. This analysis is used for descriptive hypothesis testing. Statistical tests in descriptive analysis are to test hypotheses from descriptive research (Siregar, 2013).

Simple Regression Analysis

Simple linear regression analysis in this research aims to measure the strength of the relationship between two variables, as well as predicting the size of the dependent variable using independent variable data whose size is already known.

Correlation Analysis

Correlation analysis is a statistical analysis to determine the linear relationship between one variable and another variable. This research uses the Pearson correlation test to see whether the hypothesis is accepted or rejected.

Coefficient of Determination

The coefficient of determination is useful for measuring how far the ability to explain the dependent variable. The coefficient of determination value ranges from 0 to 1. A value close to one means that the independent variable provides almost all the information needed to predict the dependent variable.

Hypothesis Test (T Test)

Hypothesis testing is carried out regarding population parameters. Hypothesis testing can be said to be a statistical hypothesis that uses samples from questionnaire results (Abdullah, 2015). The hypothesis used in this research is an associative hypothesis which looks at the cause and effect of the research results. The following is the formula used in this research (Sugiyono, 2019). Obtained from the results of research hypothesis testing will be results that can be interpreted as if $t_{count} > t_{table}$ then the alternative hypothesis is accepted and if $t_{count} < t_{table}$ then the alternative hypothesis is rejected.

Simultaneous Hypothesis Test (F Test)

The F test is used to look at variables together, where one variable has more than one. The F test is a simultaneous regression relationship test which aims to find out whether all independent variables together have a significant influence on the dependent variable. This method aims to test the difference in min scores between three or more groups simultaneously. The F value is an indicator that determines whether the difference in the min score is significant at certain specified levels or vice versa. In this way, this method can be used to accept or reject a null hypothesis that is formed (Samsu, 2017). This test $F_{count} > F_{table}$ means the multiple correlation coefficient that has been tested is significant, that is, it can be applied to the entire population. This research conducted an F test using SPSS Statistics 22 version.

RESULTS

Overview of the Research Location

The location of this research is one of the private Islamic schools in Medan City, namely Al-Amjad Islamic School. Al-Amjad Islamic School is located on Jalan Merpati No. 81, Sei Sikambing B Village, Medan Sunggal District. Al-Amjad Islamic School is an Islamic school that has been operating since 2016. Al-Amjad Islamic School provides Kindergarten (TK), Elementary School (SD), Junior High School (SMP), and Senior High School (SMA). Currently, Al-Amjad Islamic School has thousands of students. Al-Amjad Islamic School has a vision of realizing a generation of character and knowledge that is rahmatan lil 'alamin. With the school's mission, namely to establish an Islamic educational institution and manage it professionally, provide educators and education personnel who are characterful and competent and knowledgeable in the learning process and learning support activities, provide facilities, infrastructure that are useful and functional for education and realize cooperation with external institutions, both domestic and foreign.

Al-Amjad Islamic School is active on several social media, namely Facebook, Twitter, Youtube and Instagram. This study focuses on the school's Instagram social media. This study looks at the marketing communications that schools do so that they create perceptions and preferences of students' parents.

This study has intervening variables presented in the questionnaire in the form of age, children's education level, respondents' last education, respondents' jobs. Each of the intervening variables has a value that affects the answers to the research questionnaire. Based on the results of the study, it was obtained that the age of respondents was 30-40 years 49%, the level of education of children respondents was dominated by elementary school by 52%, the last level of education of respondents was dominated by bachelor's degree (S1) by 52%, respondents' jobs were dominated by private employees by 38%.

The findings from the descriptive analysis of marketing communication variables consisting of 13 question items obtained a percentage of 86.5% with a very effective category. The marketing communication variable obtained the dimension with the highest percentage, namely the advertising dimension of 88% with a very effective category. The question item with the highest percentage in the advertising dimension, namely information published on the Instagram of Al Amjad Islamic School, has a high frequency of 89% with a very effective category. The statement item is included in the advertising source information indicator. This percentage shows that respondents receive a lot of information about Al Amjad Islamic School on Instagram with a high frequency.

The dimension with the lowest percentage in the marketing communication variable is personal selling at 85.7%. The highest question item in this dimension is Al Amjad Islamic School informing products about the school directly through Instagram at 86.1%. This statement item includes indicators of informing directly through Instagram. This shows that respondents are low in informing about the school directly through Instagram.

DISCUSSION

Based on the simultaneous hypothesis testing, this study obtained a significant value of $0.000 < 0.05$ and $F_{\text{count}} \text{ of } 105.352 > F_{\text{table}} 3.00$ so that it is known that the marketing communication variable (X) simultaneously has a significant effect on the perception variable (Y1) and preference variable (Y2) with a significance value of $0.000 < 0.05$ and $F_{\text{count}} \text{ of } 105.352 > F_{\text{table}} 3.00$ then the hypothesis H_0 is rejected and H_a is accepted so that marketing communication simultaneously has a significant effect on the perception and preference of education.

Based on the results of this study, it was obtained that marketing communication is very important in forming perceptions and preferences. This is evidenced by the large influence of the marketing communication variable on perception of 35.7% and the marketing communication variable on preference of 37%. Through the results of the study, the large influence shows that marketing communication through Instagram on preferences has a larger and more dominant percentage than marketing communication through Instagram on perceptions. Based on the results of the study and observations, the researcher argues that this happens because the Instagram of Al Amjad Islamic School is used to communicate to parents of students to choose a school, not to form the perception of parents of students regarding Al Amjad Islamic School. This study also shows that Instagram marketing communication aims to increase the preferences of parents of students rather than forming the perception of parents of students.

Therefore, this study shows that it is important for educational institutions to implement marketing communications. This aims to build perceptions and preferences of parents of students or prospective parents of students. Similar to previous studies, namely according to Smedescu, Ivanov, Loanas, & Fruth (2016) marketing communication activities are important in everyday life, especially for educational institutions at this time, especially emphasizing the marketing mix. Marketing communications are able to facilitate communication.

Marketing communication activities are considered important because they have an interest in the audience, namely being able to convey messages verbally and nonverbally. This is considered interesting in communicating. Educational institutions currently need and are required to implement marketing communication, especially social media. Currently, Instagram social media is commonly used by institutions. As in the research of Wono & Aji (2020), marketing communication activities are considered interesting for the public, especially social media which is very important in this era. Through marketing communication, you can feel and see the development of education.

The Instagram account of Al Amjad Islamic School provides a customer experience to parents by providing content on every activity of the school. This gives a closer impression between parents and Al Amjad Islamic School. The content displayed on the Instagram account of Al Amjad Islamic School is also able to shape parental preferences. Similarly, in the research of Bani & Susanto (2021) that marketing communication has a positive influence on decisions. Marketing communication is an activity that can disseminate information, influence and remind the target market. Therefore, marketing communication is able to determine market success.

Through marketing communication is able to provide the specified market success. This success is able to shape the perception of the parents of students and the perception is also what forms the preference. The effectiveness of preferences will be top of mind for parents of students to choose Al Amjad Islamic School. This study shows that Al Amjad Islamic School is still at the brand awareness stage and has not become top of mind. Other previous studies state that there is an influence on decision making in his research also has a correlation between marketing communication variables and decision making through marketing communication can increase preferences (Helmi & Nurhayati, 2019).

Al Amjad Islamic School has not become top of mind, but according to the perception of parents of students, Al Amjad Islamic School provides good facilities for their children. This can be seen from the results of this study that good facilities can be seen from the clean environmental conditions at Al Amjad Islamic School. Similarly, in Khasbulloh's research (2020) that facilities and infrastructure are an important factor in people's preferences for schools. Through Instagram marketing communications.

CONCLUSIONS AND RECOMMENDATIONS

Data collection in this study used online questionnaires and googleforms to parents of students based on the population calculated from the number of students at Al Amjad Islamic School. The data obtained in the study were processed using SPSS Statistics 22 Version software. Then, the results of the study were obtained on the influence of Al Amjad Islamic School marketing communications through Instagram on the perception and educational preferences of parents of students. The marketing communication variable is in the very effective category with the highest dimension being advertising. The results of the study showed that there was an influence of Al Amjad Islamic School marketing communications through Instagram on the perception of parents of students' education with a large influence of 35.7% and 64.3% were influenced by other variables. The correlation between these variables is in the moderate category. The perception variable is in the very effective category with the highest dimension being facilities. The results of the study showed that there was an influence of Al Amjad Islamic School marketing communications through Instagram on the educational preferences of parents of students with a large influence of 37% and 63% were influenced by other variables. The correlation between these variables is in the strong category. Based on the calculation of the simultaneous hypothesis, the H_0 hypothesis is rejected and H_a is accepted so that simultaneous marketing communications have a significant effect on perception and educational preferences.

FURTHER STUDY

For further researchers, the researcher suggests using other variables such as organizational communication, family communication, interpersonal communication or others to support other theories that are relevant to the development of the times. It is also useful to see research from other perspectives that influence perceptions and preferences. This study can also use research objects other than parents of students such as educational institutions. The researcher suggests to existing educational institutions, especially Al Amjad Islamic College Medan, that marketing communication through Instagram is effective in shaping the perceptions and educational preferences of parents of students. This study can also be an innovation in marketing communication for other educational institutions.

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