

Instagram Social Media @Ubpkarawangofficial As a Digital Marketing Strategy Towards the Decisions of Management Students From the 2023 Intake Choosing Buana Perjuangan University Karawang.

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Instagram Social Media @Ubpkarawangofficial As a Digital Marketing Strategy Towards the Decisions of Management Students From the 2023 Intake Choosing Buana Perjuangan University Karawang.

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Abstract. This study aims to explore the influence of using social media Instagram @ubpkarawangofficial as a digital marketing strategy on the decision of Management students of the 2023 intake in choosing Buana Perjuangan University Karawang. In this context, the study focuses on analyzing the perceptions and experiences of students towards the content posted on the university's official Instagram account. The research method used is a survey and a quantitative descriptive method based on multiple linear regression analysis. The results of the study show that all hypotheses, towards social media Instagram and digital marketing strategies, have a significant and positive effect on the decision of Management students of the 2023 intake in choosing Buana Perjuangan University Karawang. If social media Instagram and digital marketing strategies are implemented, it will increase the decision of Management students of the 2023 intake in choosing Buana Perjuangan University Karawang.

Keywords: Instagram, social media, strategy, digital marketing, student

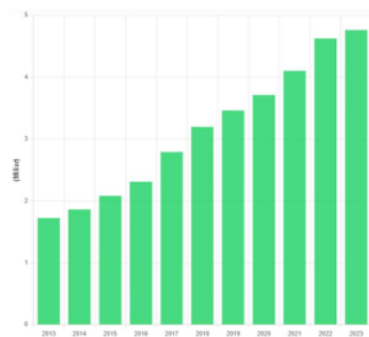
INTRODUCTION

Education plays a central role in human life. Currently, education has become an essential need that must be fulfilled. Good education will be the main asset in facing competition in the job market. Awareness of the importance of education drives individuals to strive for these opportunities, both through formal and non-formal education channels. The formal education system in Indonesia covers various levels, ranging from Elementary School to Senior High School or Vocational School, which can then continue to higher levels such as Bachelor's to Doctoral degrees. As a vital tool in providing knowledge and shaping character, education must play a crucial role in supporting individuals to face various challenges. Currently, education is not solely focused on the early stages of someone's life; instead, the importance of continuous education is very vital to maintain the relevance and quality of human resources in the modern era (Jaya Hendra, 2023).

The selection of a university becomes an important investment, which should provide significant benefits for individuals after completing their studies at the university. This investment involves significant costs and a considerable amount of time, so it should yield profitable results. As service providers, universities must have professional faculty members to provide these services (Wijaya et al., 2023). Therefore, prospective students need to be careful in choosing a university, aiming to ensure that the time and money they invest are

commensurate with the benefits they receive from the educational services provided by the university. Typically, this assessment can be based on the information promoted by universities in marketing their educational services through various communication channels (Fridayanthie, 2017).

Research on Instagram users as one of the communication tools in Indonesia becomes relevant considering the significant growth of social media users in this country in recent years. The active social media users in Indonesia in January 2023 amounted to 167 million people, as shown in the We Are Social report (Widi, 2023). This number decreased from 2022, which had 191 million active social media users. This is due to several possibilities such as policy changes from social media platforms and the filtering of inactive accounts.



Gambar 1 Number of Social Media Users 2013-2023

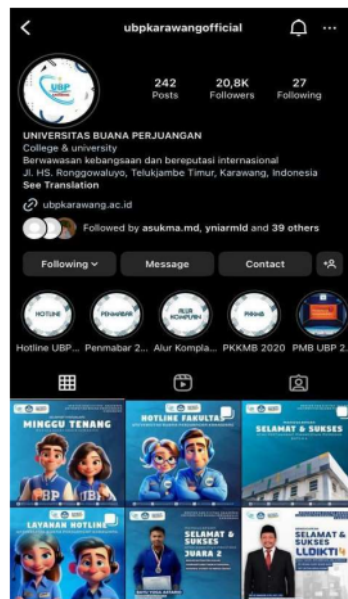
Source: <https://data.goodstats.id>. Diambil 3 Maret 2024.

The image above explains that there are a total of 4.76 billion active social media users scattered across the globe. This figure is equivalent to 60% of the world's population. The use of social media has experienced rapid growth in the last ten years. In mid-2023, there was an addition of 137 million new users. However, this growth is the lowest in the past decade. From early 2022 to early 2023, the growth of social media users only reached 3%, increasing from a total of 4.623 billion in 2022. The highest increase was recorded in the period from 2016 to 2017, with the number of users rising by 20.9% from 2.307 billion in 2016 to 2.789 billion in 2017. In Indonesia alone, there are 167 million active social media users, equivalent to 60.4% of the total population. It can be confirmed that 78.5% of internet users use at least 1 social media account. (data.goodstats.id, 2023).

In the digital era, the presence of social media such as Instagram is crucial for universities. This platform allows universities to connect directly with students, expand the reach of information, and build engagement within the academic community. Through Instagram, promotion of programs, activities, and achievements of the university can be effectively carried

out, creating emotional bonds with students, alumni, and other stakeholders while strengthening the institution's image in the digital world. Students represent a young generation segment that has easy and broad access to digital devices such as smartphones, tablets, and laptops. Social media provides the younger generation with the opportunity to connect and interact with peers, as well as expand their social networks. They use social media to share experiences, communicate, and build relationships (Ayu Ashari et al., 2023).

The Instagram account @ubpkarawangofficial is the online representation of Buana Perjuangan University Karawang, with over twenty thousand followers. The @ubpkarawangofficial Instagram account presents diverse and informative content related to campus life, academic activities, and the latest developments within the university environment. This platform is primarily used for interaction among students, faculty, and the academic community. The account serves as a platform that promotes collaboration spirit and achievements among university members. Through creative and informative posts, @ubpkarawangofficial also plays a role in building the university's digital identity, creating a space for students and university stakeholders to connect online, and providing insights into campus life to the general public.



Gambar 2 @ubpkarawangofficial Instagram account

Source: <https://www.instagram.com/ubpkarawangofficial>. March 3rd 2024.

a. Research Objective

Buana Perjuangan University Karawang continues to strive to improve its quality to attract prospective students. Current marketing strategies involve the use of social media marketing, competitive and affordable tuition fees, offering scholarships up to 100%, quality facilities, a variety of study programs, and the availability of classes with flexible schedules. All of these are efforts to build a strong university brand.

The Instagram social media account @ubpkarawangofficial is believed to play a significant role in disseminating information about Buana Perjuangan Karawang University campus. The content published on this account may influence the general perception of the image of Buana Perjuangan University Karawang. From this explanation, research questions can be formulated regarding whether there is an impact of the content uploaded by the Instagram account @ubpkarawangofficial. ⁴⁷ The objective of this research is to investigate the impact of the @ubpkarawangofficial Instagram account on the decisions of Management 2023 students in choosing Buana Perjuangan University Karawang.

LITERATURE REVIEW

Social Media Instagram

Instagram has rapidly emerged as one of the fastest-growing social media platforms and has become a strategic tool for marketing products or services to reach a wider consumer base. Gunelius, as cited in (Yani, 2023), asserts that digital marketing content is a promotional stage utilizing text, video, or audio with inherent value. Promotion is a crucial component of marketing strategy and serves as a one-way communication channel with the market through the use of marketing mix. Its objective is to persuade individuals to accept products, concepts, or ideas, while also providing information and influencing purchasing decisions. It is designed to influence others to engage in marketing exchanges (Nurlenawati and Retnosary, 2023). In (Luthfi and Mubarak, n.d.), Chris Heuer discusses social media usage, highlighting the 4C components. Context refers to how we design a story or information depending on the message format, choice of words, and the content of the message itself. In this study, this can be observed in the attractiveness, clarity, and informativeness of products or services, particularly those belonging to Buana Perjuangan Karawang University, through Instagram @ubpkarawangofficial.

The next component is communication. It's about sharing stories or messages (information) as well as listening, responding, and evolving in various ways that make users feel comfortable and ensure the message is conveyed effectively.

Next, collaboration. It involves working together to make everything better. The process involves collaboration between an account or company and its users on social media platforms to enhance effectiveness and efficiency in creating a positive impact. In this study, this can be seen from perspectives on products and services provided by Buana Perjuangan University Karawang to students and also from the references given by Buana Perjuangan University Karawang students to other students to the Buana Perjuangan Karawang University itself.

The last component is connection. Connection involves maintaining existing relationships, which can be done through ongoing actions to make users feel more connected to the company using social media.

Digital Marketing Strategy

Businesses can engage in E-marketing, a form of marketing that utilizes the internet to promote products or services (Kotler and Keller, 2016). E-marketing encompasses a company's online efforts to communicate, promote, and sell goods and services, constituting the marketing aspect of E-commerce (Laksamana, n.d.). Digital marketing encompasses all marketing endeavors that employ electronic devices and the internet. Businesses leverage digital channels like search engines, social media, email, and their websites to connect with existing and potential customers (Yani et al., 2022).

In the realm of marketing communication, the formulation of a strategic plan is crucial for ensuring the successful implementation of predetermined goals. Every business entity devises strategies to enhance brand recognition among consumers. A well-crafted strategy translates into business gains and the realization of corporate objectives (Haikal Ibnu Hakim et al., 2022). Within the context of marketing activities, management must employ specific strategies to gain market insights (Retnosary, 2016).

To ensure smooth operations and adapt to evolving market trends and conditions, Universitas Buana Perjuangan Karawang leverages Digital Marketing strategies. Six key indicators guide the implementation of this digital marketing approach: Accessibility, Interactivity, Entertainment, Credibility, Irritation, and Informativeness (Santosa and Vanel, 2022).

Accessibility is the belief that the use of digital marketing systems, such as through the Instagram social media platform, is easy to understand and does not require much effort. On the other hand, Interactivity is a tactic that emphasizes two-way exchange between the brand

and consumers, incorporating various formats such as video, audio, to capture the audience's attention and encourage engagement with the content. Entertainment strategy is another choice in introducing products or services in digital marketing. By leveraging humor, storytelling, or interactive videos, the message conveyed in posts not only becomes more appealing but also helps expand the reach and appeal to the audience.

Moreover, the importance of credibility or Credibility in building consumer trust towards a brand or product cannot be overlooked, which is influenced by reputation, reliability of information, and customer testimonials. Criticism or Irritation, as well as Informativeness, also become significant factors in assessing the effectiveness of a campaign or marketing content, taking into account the level of discomfort or disturbance that users may feel, as well as how well the information conveyed adds value to the audience.

Decision to Vote

According to Kotler and Armstrong (2016:177), purchase decision can be defined as "Consumer behavior is the study of how individual, groups, and organizations select, buy, use and dispose of goods, service, ideas, or experiences to satisfy their needs and wants". This indicates that purchase decision is a part of consumer behavior, involving analysis of how individuals, groups, and organizations select, purchase, and use goods, services, ideas, or experiences to fulfill their needs and desires (Astuti, 2020).

Based on that definition, researchers understand that purchasing decision is a consumer decision in selecting, purchasing, and using goods or services through several stages of the consumer buying decision model, namely:

1. Issue recognition

The purchase process begins when the buyer becomes aware of needs triggered by internal (needs and desires) and external (influences of others) stimuli.

2. Issue identification

This involves active and passive processes of seeking information. Sources of information can be obtained from: a) Personal (e.g., family, friends, neighbors, colleagues). b) Commercial (e.g., advertisements, websites, salespeople, distributors, packaging, displays). c) Product (e.g., mass media, consumer rating organizations). d) Experimental (e.g., handling, examination, product usage).

3. Alternative evaluation

In this stage, consumers evaluate competitive brands and prioritize attributes that align with their needs, form preferences between available brands, and plan to purchase the most preferred brand.

4. Purchasing decision

In the purchasing process, consumers have the ability to make five sub-decisions, namely: a) Brand, b) Provider, c) Quantity, d) Time of purchase, and e) Payment method.

5. Post-purchase behavior

After purchasing a product, consumers will assess their satisfaction or dissatisfaction. Therefore, marketers' tasks are not only completed at the point of sale, but also involve monitoring consumer satisfaction, post-purchase actions, and product or service usage.

THEORETICAL FRAMEWORK AND RESEARCH

Theoretical Framework

This theoretical framework serves as a systematic foundation for thinking by outlining the research problems addressed in this study. It aims to gain insights into the effectiveness of "Social Media Instagram @ubpkarawangofficial as a Digital Marketing Strategy for the Decision of Management Students Generation 2023 to Choose Universitas Buana Perjuangan Karawang." *Research Hypothesis*

The research hypothesis posits that digital marketing strategies implemented through Instagram social media have a positive influence on the decision of Management students of Generation 2023 to choose Universitas Buana Perjuangan.

RESEARCH METHODS

In this study, data analysis was conducted using SPSS version 27.0 with the multiple linear regression technique. Linear regression was employed to examine the magnitude of influence of the independent variables on the tested dependent variable. The data processing system utilized in this research involved the Likert scale with a 5-point scale. The Likert scale is a psychometric measurement tool frequently used in questionnaire development. The use of this scale is highly prevalent in survey research. The Likert scale was employed to measure the attitudes, opinions, and perceptions of individuals or groups regarding social events or phenomena (Rahayu and Shafina, 2022).

This research falls under the category of descriptive research that employs a quantitative approach. Descriptive research is a type of research that gathers data to test hypotheses or answer research questions about the current state of the research subject. In this study, the researcher utilizes two independent or free variables (X variables), namely Social Media

Instagram (X_1) and Digital Marketing Strategy (X_2), and one dependent or bound variable, Decision to Choose (Y).

The research object of this study is ⁴⁹ the undergraduate students of the Management Study Program, Generation 2023, at Universitas Buana Perjuangan Karawang who are active users of social media Instagram. The sample characteristics are as follows:

1. Registered ³ students of the Management Study Program at Universitas Buana Perjuangan Karawang.
2. Active ³ Students of the Management Study Program at Universitas Buana Perjuangan Karawang who are willing ¹¹ to complete the research questionnaire.

The sampling technique employed in this research is Total Sampling. This means that all members of the population who meet the sample criteria will be included in the study.

Table 1 The number of students at Buana Perjuangan University Management Program in 2023

Total Students				Have Seen UBP Karawang Social Media	UBP Karawang Social Media Often Viewed (Number of Students/Class)		
Class	Total	Active Students	Non-Active Students	Total Students	Facebook	Instagram	Youtube
A - L	498	487	11	487	7	467	13
					1%	96%	3%

Source: Administration Office of the Faculty of Economics and Business, Buana Perjuangan University Karawang

Research Object The research object of this study is the undergraduate students of the Management Study Program, Generation 2023, at Universitas Buana Perjuangan Karawang who are active users of social media Instagram. The sample characteristics are as follows: Registered ³ students of the Management Study Program at Universitas Buana Perjuangan Karawang. ³ Students of the Management Study Program at Universitas Buana Perjuangan Karawang who are willing ¹¹ to complete the research questionnaire. Sampling Technique ⁴⁶ The sampling technique employed in this research is Total Sampling. This means that all members of the population who meet the sample criteria will be included in the study.

The data for this research was gathered using two primary methods:

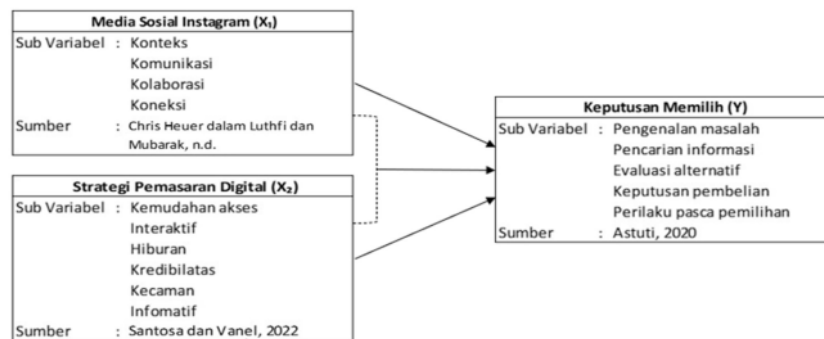
1. Questionnaire: A structured questionnaire was developed by the researcher and distributed to the participants via WhatsApp. The questionnaire consisted of written questions designed to collect relevant information from the respondents.

2. Documentation: Direct documentation of relevant documents related to the research problem was also conducted. This involved gathering and analyzing official records, reports, or other materials that shed light on the research topic.

The data was obtained from two main sources:

1. **Primary Data:** This refers to data collected directly from the participants and the research setting. In this case, primary data was obtained from the Office of Administration of the Faculty of Economics and Business at Universitas Buana Perjuangan Karawang. This data included information on the number of students enrolled in the Management Study Program in 2023.
2. **Secondary Data:** This refers to data that has already been collected and analyzed by others. Secondary data was gathered from various sources, such as books, online resources, theses, dissertations, and other relevant research studies. This data provided context and background information for the research.

The research model is depicted as follows:



RESULT AND DISCUSSIONS

Validity Test

The decision criteria for instrument validity testing are as follows: 1) If r calculated $> r$ table, then the questionnaire item is valid. 2) If r calculated $< r$ table, then the questionnaire item can be considered invalid. Based on the validity test results, it can be seen that the coefficient of statements from each variable of Instagram Social Media, Digital Marketing Strategy, and Decision Making are declared valid, as all r calculated $> r$ table 0.138.

42 **Reliability Test**

Table 2 Reliability Test

Variabel	Standard Alpha	Cronbach's Alpha	Description
Social Media Instagram	0,6	0,915	Reliabel
Digital Marketing Strategy	0,6	0,933	Reliabel
Decision to Vote	0,6	0,946	Reliabel

Table 2. Cronbach's Alpha Values > Standard Alpha, with a Standard Alpha of 0.6 based on the variables Instagram Social Media, Digital Marketing Strategy, and Decision Making. Thus, the results indicate that the statement items for each variable can be relied upon.

4 **Normality Test**

Table 3 Normality Test

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	487
Asymp. Sig. (2-tailed)	.097 ^c

The value for asymp sig is based on Table 3. If (two-tailed) is 0.097 > 0.05, it indicates that the residuals are normally distributed.

19 **Results of Multicollinearity Test**

Table 4 Multicollinearity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-4.335	5.188		-.836	.420		
X ₁	1.032	.222	.641	4.639	.001	.274	3.655
X ₂	.442	.169	.362	2.622	.022	.274	3.655

Based on Table 4, Instagram Social Media (X₁) has an acceptable score of 0.274 and Digital Marketing Strategy (X₂) also has an acceptable score of 0.274, with scores > 0.10. Therefore, the VIF values for both variables are 3.655 < 10.00, indicating the absence of multicollinearity symptoms.

Results of Heteroscedasticity Test

Table 5 Results of Heteroscedasticity Coefficients³⁰

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1.(Constant)	2.929	.585		5.005	.000
X ₁	.051	.052	.258	.974	.331
X ₂	-.073	.039	-.490	1.845	.067

Based on Table 5, the significance value for Instagram Social Media (X₁) is 0.331 and for Digital Marketing Strategy (X₂) is 0.067, which are greater than 0.05. Therefore, it can be concluded that there is no indication of heteroscedasticity.

Multiple Linear Regression Analysis

Table 6 Multiple Linear Regression Analysis Coefficients²¹

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.316	.869		-1.513	.132
X ₁	.622	.077	.398	8.055	.000
X ₂	.702	.058	.594	12.023	.000

Based on the regression analysis calculation through SPSS 27, the following equation is obtained:

$$Y = \alpha + b_1X_1 + b_2X_2$$

$$Y = -1.316 + 0.622 X_1 + 0.702 X_2$$

The constant value is -1.316, which means that if the value of Instagram Social Media (X₁) and Digital Marketing Strategy (X₂) is 0 or remains constant, then the purchase interest value is -1.316. This result can be interpreted that if X₁ and X₂ are not implemented, students are less likely to choose Buana Perjuangan University Karawang or choose another university.

The coefficient value of Instagram Social Media (X₁) is 0.622. This means that with an increase in posts on Instagram Social Media, the value of decision making (Y) increases by 0.622. This implies that the more often Buana Perjuangan University Karawang posts on

Instagram Social Media, the greater the likelihood that students will choose Buana Perjuangan Karawang University.

Digital Marketing Strategy (X_2) has a coefficient value of 0.702. In other words, an increase in Digital Marketing Strategy leads to an increase in decision making (Y) by 0.702. This can be interpreted as the more effective the Digital Marketing Strategy conducted by Buana Perjuangan University Karawang, the more it will increase students' decisions to choose Buana Perjuangan University Karawang.

Results of T Test (Partial Test)

Table 7 Results of T Test (Partial Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	-1.316	.869		
X_1	.622	.077	.398	8.055	.000
X_2	.702	.058	.594	12.023	.000

Based on the table above, X_1 (Instagram Social Media) has a t value of 8.055 with a significance value of 0.000 and a t table value of 1.972. This indicates that the t value > the t table value, or $8.055 > 1.972$. The significant comparison $0.000 < 0.05$ indicates that this level is significantly smaller than the level of error, thus rejecting H_0 and accepting H_1 . This result concludes that X_1 (Instagram Social Media) has a partial impact on decision making.

For the variable X_2 (Digital Marketing Strategy), the calculated t value is 12.023 with a significance value of 0.000 and a t table value of 1.972. It can be said that the calculated t value is greater than the t table value, or $12.023 > 1.972$. Then, the significance value of $0.000 < 0.05$ indicates that the significance value is smaller than the error value, thus rejecting H_0 and accepting H_2 . This result shows that X_2 (Digital Marketing Strategy) partially influences decision making.

Results of F Test (Simultaneous Test)

Table 8 Results of F Test (Simultaneous Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	12612.474	2	6306.237	2934.723	.000 ^b
Residual	423.321	197	2.149		
Total	13035.795	199			

22
Based on table 7, it is stated that the significance value of Instagram Social Media and Digital Marketing Strategy towards decision making is $0.000 < 0.05$, F calculated $> F$ table or $2934.723 > 3.04$, thus rejecting H_0 and accepting H_1 . This result concludes that Instagram Social Media and Digital Marketing Strategy simultaneously influence decision making.

1 Coefficient of Determination

Table 9 Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.984 ^a	.968	.967	1.466

57
Based on table 9, it shows that the variables Instagram Social Media and Digital Marketing Strategy contribute 0.967 or 96.7% to decision making. 3.3% of this study is influenced by other variables not recommended.

CONCLUSION AND IMPLICATIONS

Some conclusions drawn from the overall results of this study are as follows:

1 The influence of Instagram social media on the decision-making of Management 2023 students in choosing Buana Perjuangan University Karawang.

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53
From the discussion of the t-test in Table 7, a calculated t-value of 8.055 was obtained with a significance value of 0.000 and a t-table value of 1.972. The significant comparison of $0.000 < 0.05$ indicates that this level is significantly smaller than the level of error, thus rejecting H_0 and accepting H_1 . This result concludes that X_1 (Instagram Social Media) has a partial impact on the decision-making of Management 2023 students in choosing Buana Perjuangan University Karawang..

4 The influence of digital marketing strategy on the decision-making of Management 2023 students in choosing Buana Perjuangan University Karawang.

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9
Based on the t-test description in Table 7, the variable X_2 (Digital Marketing Strategy) obtained a calculated t-value of 12.023 with a significance value of 0.000 and a t-table value of 1.972. It can be said that the calculated t-value is greater than the t-table value, or $12.023 > 1.972$. Furthermore, the significance value of $0.000 < 0.05$ indicates that the significance value is smaller than the error value, thus rejecting H_0 and accepting H_2 in this study. This result shows that X_2 (Digital Marketing Strategy) partially influences the decision-making of Management 2023 students in choosing Buana Perjuangan University Karawang..

Instagram social media and Digital Marketing Strategy simultaneously influence the decision-making of Management 2023 students in choosing Buana Perjuangan University Karawang.

Based on Table 7, it is stated that the significance value of Instagram social media and Digital Marketing Strategy on decision-making is $0.000 < 0.05$, with an $F\text{-value} > F\text{-table}$ value of $2934.723 > 3.04$. Thus, rejecting H_0 and accepting H_1 . This result concludes that Instagram social media and Digital Marketing Strategy simultaneously affect the decision-making of Management 2023 students in choosing Buana Perjuangan University Karawang.

Here are the conclusions drawn from the above discussion:

1. The Instagram social media variable has a positive and significant influence on the decision-making of Management 2023 students in choosing Buana Perjuangan University Karawang
2. The digital marketing strategy variable has a positive and significant influence on the decision-making of Management 2023 students in choosing Buana Perjuangan University Karawang
3. There is a simultaneous influence between Instagram social media and digital marketing strategy on the decision-making of Management 2023 students in choosing Buana Perjuangan University Karawang
4. Given the influence of Instagram social media and digital marketing strategy on student decision-making in choosing, it is recommended for the university to continue implementing effective digital marketing strategies through Instagram to reach more prospective students and influence their university selection..

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