

Yudharta University Branding Strategy Through Social Media Content

Shidqi Saifuddin Hamzah¹, Ninuk Riswandari², Mohamad Nur Efendi³

¹Universitas Yudharta Pasuruan, Indonesia

²Universitas Yudharta Pasuruan, Indonesia

³Universitas Terbuka, Indonesia

University branding is key to increasing the attractiveness and image of an institution in the eyes of prospective students, especially in the digital era where social media plays an important role. This study analyzes the branding strategy of Yudharta University through social media content and evaluates students' perceptions of the content. Qualitative methods were used with data collection techniques through observation and in-depth interviews, involving the university's social media content manager and five sources from the 2021-2023 student intake. The results show that Yudharta University has implemented a branding strategy that involves various parties, including lecturers, the Student Executive Board (BEM), and influencers such as Inul Daratista, Maulana, and Gus Azmi. Content created and shared through platforms such as Yudharta TV and Ngalah TV with a creative approach that follows the latest trends, such as the use of Artificial Intelligence and 3D Pixar, is considered more effective by students, especially interactive and entertaining content. The Instagram account @ini.yudharta, managed by BEM 2023, shows higher engagement than the university's official account which is less interactive. The Islamic environment factor and the relationship with the Ngalah Islamic Boarding School also increase the university's attractiveness. This study emphasizes the importance of adapting social media content strategies that are in line with audience preferences to strengthen branding and attract more students. Yudharta University needs to continue to evaluate and adjust its approach to the development of social media trends so that branding strategies remain effective and relevant in facing competition in the higher education market.

Keywords: Branding, Social Media, Student Attraction, Yudharta University

Article History: Submitted 28 February 2024; Revised 26 April 2024; Published online 30 June 2025

1. Introduction

Branding in the digital age is critical in higher education as it helps institutions differentiate themselves from competitors, build reputations, and attract prospective students. With the increasing choice of educational institutions and online information, institutions must ensure a strong and consistent image. Effective branding involves managing visual identity, messaging, and engagement with stakeholders through digital platforms. This allows prospective students to recognize and relate to the unique values and qualities of the institution. (Panda et al., 2019).

In addition, branding in the digital age allows higher education institutions to interact directly with global audiences through social media, websites, and other platforms. This expands the reach and allows institutions to respond to student needs and expectations in real time. By leveraging digital analytics, institutions can tailor their marketing strategies to attract and retain students more effectively (Pringle & Fritz, 2019). Strong branding can

Address of Corresponding Author

Universitas Terbuka, 15437, Banten, Indonesia

email: md.nur.efendi@gmail.com

How to cite: Hamzah, S. S., Riswandari, N., & Efendi, M. N. (2024). Yudharta University Branding Strategy Through Social Media Content. *Heritage*, 5(1). <https://doi.org/10.35719/hrtg.v5i1.136>

© Heritage: Journal of Social Studies, Universitas Islam Negeri Kiai Haji Achmad Siddiq Jember, Indonesia This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license

also help strengthen alumni loyalty and increase the competitiveness of institutions at the national and international levels (Shawky et al., 2019).

Research and literature have confirmed that social media has a significant role in shaping the image and branding of an educational institution. Johnson and Smith's research found that content presented via social media platforms strongly influences prospective students' perceptions and preferences for certain universities. (Wardhana, n.d.). In the increasingly developing digital era, social media is a tool for interaction and the main channel for searching for information, including information about universities. Yudharta University is the number 1 best university in Pasuruan, ranked 53rd in East Java, and ranked 297th nationally according to UniRank 2023 .(Rachmawati, n.d.). Increasingly aware of the importance of strengthening their branding on social media. Students in class 2021 – 2023 who grew up in the era of digital technology tend to rely on social media as their primary source of information. (Safko, 2012).

The following is a table of nominations for the 3 best universities according to Unirank in Pasuruan:

Table 1
List of the best universities in Pasuruan

University	Local Ranking	National Ranking
Yudharta University	1	304
Merdeka University of Pasuruan	2	429
PGRI Wiranegara University	3	541

Source: jatimjuara.com

Table 1 shows that the best universities in Pasuruan are Yudharta University, Merdeka University of Pasuruan, and PGRI Wiranegara University. Based on the data, the National Ranking still seems quite far from being the best university on a national scale, but it does not rule out the possibility that in the future, the university could be superior in educational or other aspects.

One of the main reasons why branding through social media is important is the platform's ability to reach a wide audience in a short time (Voorveld, 2019). Social media allows Yudharta University to convey its messages directly to the target audience, whether prospective students, parents, alumni, or the general public. Interesting and relevant content can increase engagement and build a positive image of the university (Tajvidi & Karami, 2021).

Social media also provides an opportunity to show the excellence and uniqueness of Yudharta University. Universities can highlight academic achievements, student activities, campus facilities, and more through various types of content such as articles, videos, infographics, and visual stories. In this way, prospective students can get a clearer and more interesting picture of what Yudharta University has to offer.

Therefore, practical branding efforts on social media are significant in attracting the attention and interest of potential students. The urgency to analyze branding strategies through Yudharta University's social media content is increasingly felt amidst fierce competition for students. Yudharta University, as an institution committed to educational quality and innovation, needs to deeply understand how its image is reflected and influenced by its presence on social media. Analysis of branding strategies will help universities adapt and improve their efforts in building a strong and positive image in the eyes of prospective students. This research will use a qualitative approach by conducting in-depth interviews with related parties and supporting literature studies.

The following is some data related to Yudharta Pasuruan's social media content:

Table 2
Yudharta University Social Media Content Observation

Social Media	Total Posted	Account Description
Yudharta University		
Tiktok: Yudharta Official	33 Video	The official TikTok account from Yudharta University has 1282 followers and 5601 likes, has 2 pinned posts that have 19.5 thousand views and 12.8 thousand views, and the other posts have an average of approximately 1000 views.

Instagram: yudharta.pasuruan	159 Feed & 113 Reels (6 June 2022 – 26 March 2024)	The official Instagram account from Yudharta University has 6970 followers (followers), most of whom are students and alumni of Yudharta University itself, has approximately 200 likes on each post & thousands of views on Instagram reels.
Youtube: Yudharta TV	212 Video & 35 Shorts	Communication Science students at Yudharta University manage this account, which has several posts with tens of thousands of views, often featuring famous figures such as Gus Azmi, Maulana Ardiansyah, and Gilga Sahid.
Facebook: Universitas Yudharta Pasuruan	43 Videos counted from 2021 - 2024	The official account of Yudharta University has been around for the longest time, however, it is currently less active due to the changing era that determines the latest generation of the market.

Source: Yudharta University

Based on the data in Table 2, we can see several track records of Yudharta's social media posts, including TikTok, Instagram, YouTube, and Facebook. Yudharta's social media has created quite a lot of content, but in terms of effectiveness, the reach and quality of the content still lack effective appeal. The content has a lot of views because of the presence of influencers such as Maulana, Gus Azmi, and others. This research has important value in the context of increasing the attractiveness of Yudharta University to prospective students class of 2021 – 2023. With a deep understanding of the effectiveness of branding strategies on social media, Yudharta University can optimize its branding efforts to create an attractive and relevant image for potential students. The results of this research can also provide valuable insights for other higher education institutions to strengthen their image and reputation in the eyes of prospective students. The following is a data table for new students for 2021 – 2023:

Table 3
Statistics of New Students at Yudharta University

Academic Year	Total of New Students
2021	934
2022	857
2023	895
Total	1752

Source: Student and Alumni Communication Information Bureau (BIKMA) Yudharta University

From Table 3 about data on the number of students, we can see the unstable increase in students starting from 2021 - 2023; in 2021, there were 931 new students, then in 2022, it decreased to 857 students, then increased again in 2023 to 895. There is a need for further analysis regarding fluctuations This increase in students, one factor is branding or promotion. Because branding or promotion with a strong appeal will later become a strategy for increasing the number of students in the future.

Farahma Ayu Almaida and Rah Utami Nugrahani have researched Digital Marketing Content Management Analysis for Social Media Institut Français Indonesia Bandung (Almaida & Nugrahani, 2019). The difference in this research is that it focuses on management, which is essential in building a community, thereby generating interest in Instagram's social media accounts. This needs to be implemented as reference material for the development of Yudharta University's social media accounts in this research. Alfi Isa Mulyadi & Saifuddin Zuhri also wrote about the Brand Image Strategy Analysis of the Coffee Shop "Moeng Kopi" via Instagram Social Media (Mulyadi & Zuhri, 2020). The difference in this research is the branding object, namely Moeng Kopi. The next difference is that the social media studied was only Instagram, whereas this research discusses all aspects of social media and student responses in 2020 - 2023. Some similarities are that they used social media platforms to compare Moeng Kopi and used the same method, namely the descriptive qualitative method. From Table 3 about data on the number of students, we can see the unstable increase in students starting from 2021 - 2023; in 2021, there were 931 new students, then in 2022, it decreased to 857 students, then increased again in 2023 to 895. There is a need for further analysis regarding fluctuations This increase in students, one factor is branding

or promotion. Because branding or promotion with a strong appeal will later become a strategy for increasing the number of students in the future.

Farahma Ayu Almaida and Rah Utami Nugrahani have researched Digital Marketing Content Management Analysis for Social Media Institut Français Indonesia Bandung (Almaida & Nugrahani, 2019). The difference in this research is that it focuses on management, which is essential in building a community, thereby generating interest in Instagram's social media accounts. This needs to be implemented as reference material for the development of Yudharta University's social media accounts in this research. Alfi Isa Mulyadi & Saifuddin Zuhri also wrote about the Brand Image Strategy Analysis of the Coffee Shop "Moeng Kopi" via Instagram Social Media (Mulyadi & Zuhri, 2020). The difference in this research is the branding object, namely Moeng Kopi. The next difference is that the social media studied was only Instagram, whereas this research discusses all aspects of social media and student responses in 2020 - 2023. Some similarities are that they used social media platforms to compare Moeng Kopi and used the same method, namely the descriptive qualitative method. From Table 3 about data on the number of students, we can see the unstable increase in students starting from 2021 - 2023; in 2021, there were 931 new students, then in 2022, it decreased to 857 students, then increased again in 2023 to 895. There is a need for further analysis regarding fluctuations This increase in students, one factor is branding or promotion. Because branding or promotion with a strong appeal will later become a strategy for increasing the number of students in the future.

Farahma Ayu Almaida and Rah Utami Nugrahani have researched Digital Marketing Content Management Analysis for Social Media Institut Français Indonesia Bandung (Almaida & Nugrahani, 2019). The difference in this research is that it focuses on management, which is essential in building a community, thereby generating interest in Instagram's social media accounts. This needs to be implemented as reference material for the development of Yudharta University's social media accounts in this research. Alfi Isa Mulyadi & Saifuddin Zuhri also wrote about the Brand Image Strategy Analysis of the Coffee Shop "Moeng Kopi" via Instagram Social Media (Mulyadi & Zuhri, 2020). The difference in this research is the branding object, namely Moeng Kopi. The next difference is that the social media studied was only Instagram, whereas this research discusses all aspects of social media and student responses in 2020 - 2023. Some similarities are that they used social media platforms to compare Moeng Kopi and used the same method, namely the descriptive qualitative method. From Table 3 about data on the number of students, we can see the unstable increase in students starting from 2021 - 2023; in 2021, there were 931 new students, then in 2022, it decreased to 857 students, then increased again in 2023 to 895. There is a need for further analysis regarding fluctuations This increase in students, one factor is branding or promotion. Because branding or promotion with a strong appeal will later become a strategy for increasing the number of students in the future.

Farahma Ayu Almaida and Rah Utami Nugrahani have researched Digital Marketing Content Management Analysis for Social Media Institut Français Indonesia Bandung (Almaida & Nugrahani, 2019). The difference in this research is that it focuses on management, which is essential in building a community, thereby generating interest in Instagram's social media accounts. This needs to be implemented as reference material for the development of Yudharta University's social media accounts in this research. Alfi Isa Mulyadi & Saifuddin Zuhri also wrote about the Brand Image Strategy Analysis of the Coffee Shop "Moeng Kopi" via Instagram Social Media (Mulyadi & Zuhri, 2020). The difference in this research is the branding object, namely Moeng Kopi. The next difference is that the social media studied was only Instagram, whereas this research discusses all aspects of social media and student responses in 2020 - 2023. Some similarities are that they used social media platforms to compare Moeng Kopi and used the same method, namely the descriptive qualitative method. Hazel Alberta & Lina Sinatra Wijaya wrote about the Analysis of Integrated Marketing Communication Strategies in Increasing Sales and Brand Awareness (Alberta & Wijaya, 2021). This is in line with research by Efendi & Prasetyo (2022) regarding Increasing Brand Awareness Potential through Integrated Marketing Communication. Differences this research is on a comprehensive promotion in terms of sales and branding aspects, for example, advertising, direct marketing, sales promotion, public relations, and so on. Some of the similarities are implementing marketing and branding via social media for effective branding and promotion results.

Similar research has broad implications for Indonesian higher education as a whole. By understanding branding strategies through social media content, other higher education institutions can adopt the best practices and innovations identified in this research. This will help increase the competitiveness and relevance of higher education in the ever-growing digital era (Yusanda et al., 2021).

Yudharta University faces significant challenges in terms of branding, especially due to intense competition from other higher education institutions that have greater resources to promote themselves digitally. Limited budget for marketing campaigns and the lack of a strong presence on social media platforms hinder the university's ability to reach prospective students widely. This can reduce the university's appeal, especially among prospective students who increasingly rely on online information and reputation in choosing an educational institution. As a result, Yudharta University needs to be more innovative in its branding approach to increase

visibility and build a strong image in the competitive education market. Thus, this research not only benefits Yudharta University but also strengthens the image and reputation of higher education institutions in Indonesia. This research aims to contribute positively to advancing higher education marketing in the increasingly complex digital era. It also aims to inspire other educational institutions to develop effective and relevant branding strategies on social media.

This study aims to specifically analyze the effectiveness of Yudharta University's branding strategy through its social media content in forming positive perceptions among students. The main focus of this study is to evaluate the quality and consistency of content uploaded on Yudharta University's social media platforms, as well as its impact on the views of students in the 2021-2023 intake. Through this analysis, this study seeks to identify aspects of the content that have succeeded in increasing the university's attractiveness and which aspects need improvement. With this approach, the results of the study are expected to provide concrete recommendations to strengthen Yudharta University's branding strategy, so that it can attract more prospective students in the future.

Literature review

Technological advancements and changes in consumer behavior have significantly changed the effectiveness of branding from the past to the present. In the past, branding was often limited to conventional methods such as print, television, and radio advertising. (Heding et al., 2020). However, with the advent of the digital era and the increasing use of social media, there has been a significant paradigm shift in branding strategies (Lim et al., 2020). Today, social media has become one of the main platforms for building and strengthening brand image, as it allows for more direct and personal interactions with consumers (Dwivedi et al., 2021; Juhaidi, 2024; F. Li et al., 2021). In this synopsis, we will discuss how changes in the effectiveness of branding from the past to the present have directed brands' attention to branding through social media (Kotler, P., & Keller, 2016).

There are five theoretical studies on branding through social media based on communication theory. First, high engagement between brands and their followers on social media can increase brand awareness, strengthen brand relationships, and increase consumer engagement (Kaplan & Haenlein, 2010). Second, content creation and sharing that is creative, informative, and relevant has the potential to attract the attention of social media users, expand brand reach, and influence consumer perceptions of the brand (C. Li & Bernoff, 2011). Third, satisfied social media users can positively influence brand image and consumer purchasing decisions through their advocacy and recommendations (Brown et al., 2007). Fourth, rapid monitoring and response to feedback and conversations about brands on social media can help brands gain valuable insights, build better relationships with consumers, and manage brand reputation effectively (Mangold & Faulds, 2009). Fifth, Social Media Creativity and Innovation in branding strategy allow brands to create unique and interesting experiences for their followers (Safko & Brake, 2009).

Perception is a complex process in which individuals interpret and give meaning to sensory information from the environment. In communication and marketing, consumer perception is important because it influences their attitudes and behavior towards a brand or product. Perception involves the selection, organization, and interpretation of stimuli, influenced by internal factors (experience, knowledge, expectations) and external factors (stimulus intensity and contrast). The perception process begins when individuals select a stimulus of interest, then organize the information into meaningful patterns, and finally interpret it to give meaning to the sensory information. Personal factors (experience, motivation, expectations), situational factors (physical and social environment), and social and cultural factors (norms, cultural values, group influence) all influence perception. In the context of branding and marketing, consumers form brand perceptions that influence their purchasing decisions. Positive perceptions increase interest and loyalty, while negative perceptions lead to the rejection of the product or brand (Fish, 2021).

Social media is closely related to cognitive response theory, which focuses on how individuals process information and form attitudes based on the stimuli they receive. In social media, users actively engage with content through liking, commenting, and sharing, creating a more immersive cognitive experience than traditional media. When users are exposed to brand content on social media, they do not just passively receive information but also process it through cognitive filters influenced by perceptions, previous experiences, and social interactions. This process can lead to the formation or strengthening of attitudes toward the brand, where cognitively relevant and engaging content can generate more positive responses and support the brand image effectively (Schunk & DiBenedetto, 2020).

Cognitive Response Theory, developed by Petty and Cacioppo in 1986, analyzes the mental processes when individuals receive messages, with two main pathways: the central pathway (deep processing based on logic and reason) and the peripheral pathway (shallow processing based on peripheral cues such as the source's attractiveness or humor). Social media provides a platform to exploit both of these avenues. Educational and informative content strengthens brand arguments through central processing, while visual and emotional content attracts attention through peripheral processing. Immediate feedback and community engagement on social media allow companies to understand consumers' cognitive responses in real time and adjust their strategies accordingly. By utilizing both channels of information processing, companies can build a strong brand image and increase consumer loyalty, including in-depth and informative content as well as engaging visual and emotional content, accompanied by active engagement with the audience (Schunk & DiBenedetto, 2020).

2. Method

The research method used in this research is qualitative descriptive research which includes interviews, observation, and data analysis. This research focuses on the branding strategy implemented at Yudharta University to enhance interest and brand awareness through social media. The study utilizes a qualitative approach to describe the data obtained from the research findings. Researchers use this method to obtain detailed descriptive data, including sentences, writings, or documents from the studied sources and existing conditions in the field.

The type and source of data, namely primary data in this research, will be obtained through interviews. The data related to social media content branding strategies was gathered through observation and interviews. Observations of Yudharta University's social media were conducted to collect secondary data. Next, interviews were conducted with Yudharta University's social media managers, namely the Student and Alumni Communication Information Bureau (BIKMA) as well as Yudharta University students class 2021-2023 who will express their opinions and perceptions of Yudharta University's social media.

Data collection techniques through observation and interviews were carried out with a systematic and structured approach. In observation, researchers went directly to the field to observe the phenomena being studied, such as user interactions with Yudharta University's social media content. This process involves recording behavior, reactions, and patterns of social media usage that emerge naturally without intervention. Researchers used a pre-designed observation sheet to record data consistently. Meanwhile, in-depth interviews were conducted with students from the 2021-2023 intake to get their perspectives on university content and branding. These interviews were semi-structured, where researchers used a list of questions as a guide but still gave respondents space to provide broader and more in-depth answers. The interview process was recorded and then transcribed for further analysis, ensuring that every detail of the response was recorded accurately. The combination of these two techniques allows researchers to obtain rich and comprehensive data, both from direct observation and from the participant's perspective.

What researchers did during the observation was to identify and observe content posted by Yudharta University on various social media platforms such as Instagram, Facebook, Twitter, and YouTube. Note the type of content presented, such as images, videos, text, or interactive engagement such as quizzes or polls. Observe the frequency of content posting by the university and interaction patterns between the university and users, including responses and comments from students or prospective students. Next, the researcher analyzes the content qualitatively to understand the message, style, and tone used in university promotions.

The ethical aspects of qualitative research are very important to ensure the validity and integrity of the research. The researcher obtained written consent from the interviewees before conducting the interviews, explained the purpose of the study, and ensured that their participation was voluntary. Confidentiality of data is also strictly maintained by removing personal information that can identify the interviewees, using pseudonyms when necessary, and storing data securely. However, this study has several limitations, such as potential bias in the selection of informants who may not fully represent the target population, as well as limitations in generalizing the results due to the contextual nature of the study and limited to a specific sample. Qualitative methods were chosen because this approach allows researchers to explore in depth the experiences, perceptions, and meanings given by informants to the phenomenon being studied, which is difficult to achieve with quantitative methods.

The data reduction stage is a stage for selecting the main things and focusing on the important points that are sought. Another goal of data reduction is to make it easier to collect the data that has been obtained (Fadli, 2021). Data reduction in qualitative research involves the process of simplifying, focusing, and transforming raw data into more organized and meaningful information. After data is collected through observation and interviews, the researcher begins to select and group the data based on key themes that are relevant to the research objectives. This process includes coding the data, which allows the researcher to identify recurring patterns or categories. Data presentation is done by arranging the reduced information into a narrative form that makes it easier for the researcher to draw conclusions. This systematic and logical presentation of data helps in understanding the relationship between the various findings and how they answer the research questions.

Data reduction at the interview stage, the author identified relevant respondents for interviews, including students from the 2021 – 2023 class and related parties in Yudharta University's promotion management. Next, researchers plan structured questions that they will use in interviews, focusing on respondents' perceptions and experiences of branding strategies through Yudharta University's social media content. Schedule and conduct interviews with respondents individually or in small groups, according to needs and availability. Finally, record the interview results carefully to identify patterns, themes, and views that emerge from the data.

After the collected data has been reduced and separated based on existing categories, the next stage is data display. In this stage, the categorized data will be displayed separately according to each group. Researchers will combine qualitative observations with interview findings to comprehensively understand Yudharta University's

promotional strategy on social media, identify common patterns, themes, or challenges from qualitative data, develop an in-depth narrative about promotional strategies and their impact on student attractiveness from the 2021-2023 class, and finally, interpret findings deeply while providing suggestions to improve or enhance promotional strategies in the future.

3. Results & Discussion

Yudharta University Branding Strategy through Social Media

Branding in the context of communication, namely a consistent and identified brand identity, as well as good image management, is the key to building and maintaining a positive impression in the eyes of consumers. We will explain this Branding Strategy Theory through five discussions.

Engagement

One of the branding strategies at Yudharta University is to collaborate with existing management such as lecturers, Bikma, BEM, students, and other elements.

"To brand Yudharta itself, we usually collaborate to create content to repost, for example, lecturers create tour events, and then we can turn the documentation into the content. "Then when there is an event on campus that brings in public figures, Yudharta TV usually also creates branding content which we will later repost and share with students," said Mas Riski BIKMA.

Not only that, but sometimes each study program also holds events such as seminars, anniversaries, training, or other events which can later be documented and created content to add to the activity and image of Yudharta University. Involvement in reposting itself has been greatly intensified, especially through the heads of study programs for each department and student. This is intended to attract prospective new students and parents who want to continue their children's education to college. Not only internal involvement, Yudharta University also attracts other influences such as Purwosari Awesome, Pasuruan Apik, Pandaan Culinary Info, and so on to participate in creating content about Yudharta University.

This is by Kaplan and Haenlein's theory that high interaction and engagement between brands and their followers on social media can increase brand awareness, strengthen brand relationships, and increase consumer engagement (Kaplan & Haenlein, 2010). It is proven from several interviews that on average Yudharta students are Islamic boarding school alumni or students from the Darut Taqwa school which is still in the same area or the same foundation, namely the Ngalah Islamic Boarding School. This is one of the factors that many prospective students choose to continue their studies in the same environment.

Content Creation and Sharing

Content from Yudharta University itself usually uses the repost method of content from other elements. For example, when students create educational content assignments, later if the content is appropriate and good it will be reposted and shared by the bureaucracy and will also be distributed via students and Yudharta's social media.

"Well, most of the content comes from reposts, sir, whether from students, lecturers, or other channels such as Ngalah TV, for example, usually they also help in the process of developing the image of this foundation, including the image of Yudharta University itself. "It's still in the same scope as the Ngalah Islamic boarding school," explained Mr Riski BIKMA.

From the explanation above, researchers also observed that Yudharta University content primarily consisted of content from other elements such as Yudharta TV, Ngalah TV, or from the students themselves. This is included in the content dissemination strategy using the term mouth to mouth, or person to person.

There are many other elements involved in promoting Yudharta University, especially the internal scope or the foundation itself, for example, the Ngalah TV media, then there are several media from the Darut Taqwa Foundation High School and many more. To expand the reach of its brand, the campus also collaborates with external media, namely Awesome Purwosari, and other influencers. This is partly due to the theory according to Li & Bernoff, namely creative, informative, and relevant content has the potential to attract the attention of social media users, expand brand reach, and influence consumer perceptions of the brand (C. Li & Bernoff, 2011). In terms of the quality of the content itself, unfortunately, Yudharta University still has many shortcomings, especially in terms of video content with high appeal, because researchers found irregularities in posting content that is interesting to lay people or new people.

Influence and Advocacy

To understand this strategy regarding influence and recommendations, the researcher asked several questions regarding the strategy used, here are the answers from the resource person:

"We need a hook strategy to get people to see our content. One of our current strategies is to invite collaboration with influential people or influencers, such as Purwosari Awesome, Pasuruan Apik, and Pandaan Culinary Info, through their already

large Instagram social media content. "Then there are also bros who use Tiktok, we also invite them to collaborate to create promotional content for Yudharta," said Mr. Riski Bikma.

From this presentation, researchers discovered the fact that Influencers or influential people are a branding and promotion strategy carried out by Yudharta University. We can see this in several influencer content that have visited Yudharta University, such as content from Inul Daratista, Maulana, Gus Azmi, and so on.



Figure 1 Influencers promoting Yudharta University

The above strategy aligns with Brown's theory that the influence and recommendations of satisfied social media users can positively impact brand image and consumer purchasing decisions (Brown et al., 2007).

The impact of this strategy is also interesting because, with so many influencers participating in the promotion, it means that Yudharta University will become increasingly well known. Based on observations of social media content, researchers found that the average number of views on social media content is content that has influencers, this is an attraction that is ultimately quite successful in ranking Yudharta University.

"One of our mainstay strategies is also to use Meta Ads advertising media, this includes Instagram & Facebook. This Meta Strategy has been running since 2020. Usually, we advertise once every 3 months, bro, adjusting the budget from the Campus Bureaucracy too. Because the costs are also quite high to use advertising services on Meta, we also arranged this advertisement in the East Java region only and with an age limit of 35, and the results are very satisfying because by using Meta we can reach almost all of East Java with millions of views using social media." Added Mr. Riski BIKMA.

This interview statement reveals that Universitas Yudharta has implemented a significant advertising strategy through Meta Ads, covering Instagram and Facebook, since 2020. This explanation shows that the university allocates a budget for advertising periodically, every three months, which is influenced by the budget available from the campus bureaucracy. By focusing advertising on the East Java region and limiting the target age to 35 years, the university can optimize the reach and effectiveness of their advertising. This shows that the university is trying to maximize the use of the budget by targeting relevant demographics and geographies, to ensure results that are in accordance with needs and capacities.

Further analysis shows that the use of Meta Ads allows Universitas Yudharta to reach a very wide audience in the East Java region at a relatively efficient cost, given the satisfactory results in the form of millions of impressions. This strategy reflects a good understanding of the use of social media in the context of advertising and marketing. However, budget constraints and geographic focus also indicate that the university must continue to evaluate and adjust their advertising strategy to ensure that they are utilizing technology optimally and remaining relevant to their target audience. This focused approach allows the university to manage resources wisely while achieving significant results in reach and engagement.

In this interview, the resource person explained that one of the mainstay strategies currently being implemented is using digital advertising media commonly known as Meta ads. Meta ads themselves are digital advertisements to reach target audiences on Facebook and Instagram. With Meta Ads, advertisers can create targeted ads that appear in newsfeeds, stories, and in-app experiences to reach their target audience (marketing.proxsisgroup.com).

From the resource person's explanation, this advertisement has been specified starting from the region to the age limit. This makes the advertisement more optimal in achieving targets, especially in introducing Yudharta University through social media. The resource person also revealed that this advertisement was very effective as it reached millions of people, particularly those unfamiliar with Yudharta University.

However, unfortunately, Meta Ads themselves are quite expensive, the payment system is also based on Impressions and CPC (Cost per link click), and several other additions, so if they are not managed well there could be a waste of funds in these advertising services.

Yudharta University faces several challenges and obstacles in implementing advertising strategies through Meta Ads. One of the main challenges is budget constraints that affect the frequency and reach of advertising. Because the cost of advertising on social media platforms can be very high, universities must carefully manage their available budgets, often limiting advertising to specific geographic areas and age groups. In addition, although Meta Ads provide wide reach, their effectiveness is highly dependent on the quality and relevance of the content presented. The university also has to face stiff competition from other institutions that may have larger budgets or more aggressive marketing strategies. These obstacles require universities to continuously adjust and optimize their advertising strategies to remain effective and efficient in achieving their marketing goals.

Amount spent	Ends	Impressions	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)
Rp432,980	Ongoing	16,864	Rp25,675	48	Rp9,020
Rp428,659	Ongoing	14,730	Rp29,101	45	Rp9,526
Rp452,724	Ongoing	21,019	Rp21,539	62	Rp7,302
Rp458,209	Ongoing	21,017	Rp21,802	56	Rp8,182
Rp3,749,318	Ongoing	154,451	Rp24,275	478	Rp7,844
Rp3,757,722	Ongoing	147,103	Rp25,545	441	Rp8,521
Rp3,751,029	Ongoing	173,744	Rp21,589	426	Rp8,805
Rp95,569,830 Total Spent		8,401,002 Total	Rp11,376 Per 1,000 Impressio...	65,594 Total	Rp1,457 Per Action

Figure 2 Total Costs in Meta Ads

It cannot be denied that the impact of this influencer strategy and digital advertising services is quite efficient because it can introduce Yudharta University through social media, and can reach the target audience quickly and precisely. Despite cost constraints and other challenges, BIKMA is still striving to reach audiences out there with the available resources.

Monitoring and Response

One form of social media at Yudharta University is Monitoring and Response. This is an important value that must exist. Regular and positive responses will certainly make Yudharta University's social media more lively.

This time the researcher asked about this, one of which was the comment or number of Yudharta University, here is the explanation from BIKMA:

"We have our team, bro, to respond to questions. Coincidentally, I focus on graphic design, so I have Instagram, and Facebook, and also make casual comments like that. "For WA, the receptionist at the front who receives guests is the one who understands more about campus administration," said Mr. Riski BIKMA.

From this explanation, BIKMA managed the response and monitoring quite well. BIKMA has also provided a receptionist complete with services, brochures, and campus alma mater to check the appropriate size. Later, this reception team will be the first team to introduce Yudharta University to newcomers who visit or want to register as students.

From the resource person's explanation above, it is evident that according to the theory presented by Mangold & Faulds, active monitoring and quick response to feedback and conversations about brands on social media can help brands gain valuable insights, build better relationships with consumers, and effectively manage brand reputation (Mangold & Faulds, 2009).

Creativity and Innovation

One of the big attractions in content is creativity and innovation in content (Safko & Brake, 2009). This is something that must be understood, especially by a content creator.

In this discussion, the researcher asked "Is there any direction on how much content should be from the campus bureaucracy?"

The source answered, "When I first started, I was still assisted by Mr. Nizar because previously he was the one who held his account. Now I have been freed for the content. As for the amount of content, I usually target myself at least 20 content every week, for feeds between 6-7 every week." said Mr. Riski BIKMA.

Then the researcher tried to ask questions regarding ideas and creativity, "Is there any direction, bro, regarding design ideas or content, or is it free?"

"If you don't have your direction, sir, the design ideas come from me, usually I am inspired by ideas from UMM because I used to be a champion in the field of social media if I'm not mistaken. I focus on managing social media, so actually when it comes to creating advertising content it's usually from my friends. "So, it's like a repost and share model," answered Mr. Riski BIKMA.



Figure 3 Comparison of Yudharta University and UMM Instagram feeds

Based on the resource person's explanation, the researcher concluded that creative ideas for content management are very free from the campus. With this freedom, Content Managers can certainly express their ideas without being restricted by other parties.

Based on Yudharta University's social media observations, Instagram has 159 feeds & 113 Reels of content (6 June 2022 – 26 March 2024). The results of this data are by the performance of the content manager himself who has set a content deadline, namely a minimum of 20 content per week, and for Instagram feeds, namely 6 – 7 per week.

The researcher continued asking about innovation "Maybe there are some innovations/movements like that from the Bikma Team to attract new students," asked the researcher.

"There are bros, usually we follow trends like that, for example, Pixar-style 3D model designs, and what we are currently doing is advertising via Meta. We need to continuously update the design and information to attract a lot of new people," answered Mr. Riski BIKMA.



Figure 4 Instagram feeds use 3D design from AI

In terms of content innovation itself, the resource person revealed that it adapts to current trends or what is usually called contemporary. For example, using Pixar's 3D content model.

Currently, people actively use Artificial Intelligence technology, commonly known as AI. Many AI applications and websites, such as Copilot, Davinci Resolve, and others, are currently available. This trend certainly creates opportunities for advertisers to promote content, especially For Your Page (FYP) content that aligns with current trends.

Student Perceptions and Attractiveness of Yudharta University Social Media Using Cognitive Response Theory

Each individual certainly has their subjective assessment. This assessment interprets and gives meaning to the information received through the five senses. It involves selecting, organizing, and interpreting stimuli from the environment to form a subjective understanding of the surrounding world.

From this subjective assessment, researchers interviewed 5 students from different classes and majors to see differences in opinion from their respective perspectives.

The researcher asked, "Why did you choose to enter Yudharta University? Is there anything interesting at Yudharta University?"

The resource person answered, "*In the past, I actually wanted to look for a university that majored in Visual Communication Design, but due to certain factors, I finally chose Yudharta University because it is one of the best universities in Pasuruan and coincidentally not too far from my house,*" said the resource person on behalf of Ainul Fidia.

Some more answers from other sources, namely:

"Initially I was a student in Ngalah, starting from junior high school, high school, and continuing to college now, I was convinced to stay here because I could become a student and I had lots of friends. "So, I just feel comfortable in this environment," answered the resource person on behalf of M. Rifky Islamudin.

Furthermore, there are different answers from other sources, namely:

"I used to want to look for a university in a big city but my parents didn't allow it, then my brother recommended the Yudharta Pasuruan Campus because the campus was still within the scope of an Islamic boarding school and not too far from where I live (Mojokerto). Finally, I decided to stay and study at Yudharta University." The resource person answered on behalf of Silfiyatul Jannah.

Based on the answers from the three resource persons, researchers can conclude that, on average, people enter Yudharta University because of several factors. One vital factor is the environment. Yudharta University remains part of the Ngalah Islamic Boarding School Foundation, managed by K.H. Sholeh Bahrudin. This Islamic environment makes parents feel safe entrusting their children's studies to Yudharta University. This is an added value when compared to other universities. Because these environmental factors successfully make people perceive and assess universities more positively and effectively.

Researchers tried to dig deeper and observe the connection between the Ngalah Islamic boarding school and Yudharta University. The Ngalah Islamic Boarding School was founded on August 30, 1985, and Yudharta University was founded in 2002. Looking at the period, the Ngala Islamic boarding school is 39 years old, while Yudharta University is still 22 years old. This means that the Ngalah Islamic Boarding School has been established for 19 years longer, focusing on branding and developing its institutions. This has resulted in more people knowing about the Ngalah Islamic Boarding School compared to Yudharta University. This is very relevant because, on average, students want to enter Yudharta University because of recommendations from people who first knew about the Islamic boarding school.

Researcher Question: "What social media platforms have you seen about Yudharta University, and what type of content is interesting?" The source's answer, "I only follow Instagram, I'm usually interested in funny content, especially on IG. Yudharta, the content is promotional content, it's just made to be funny, that's the concept," said one of the sources, on behalf of Dani.

From the resource person's explanation, there is an attraction in one of the contents about Yudharta University, namely the @Ini.Yudharta Instagram content, this account is an account created by BEM 2023 Yudharta University which is intended to create a portrait of Yudharta University. The content includes some created by BEM or other Yudharta students, and there are also reposts of other student content. Currently, most of the content consists of reposts of KKN videos.

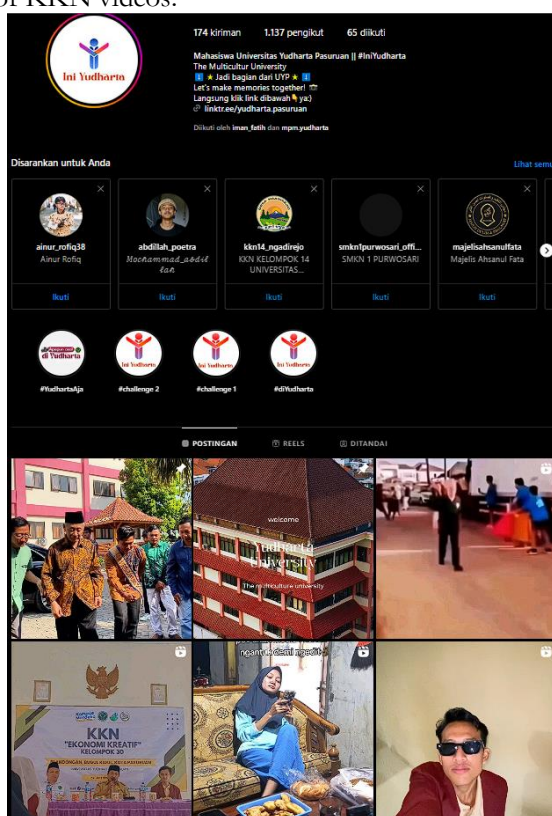


Figure 5 Instagram @ini.yudharta

Even though @ini.yudharta's content is not official, this account is a lens for Yudharta University through its content. Of course, this will be very different from the official Yudharta account because the Official account uses an official approach. There are many aspects to consider when uploading content, including susceptible content.

Unlike the @ini.yudharta account, which adopts an informal approach commonly used in creating entertainment and educational content, the official Yudharta account follows a more formal approach. This informal approach, which includes vlogs, activities, and entertainment, is more engaging and interactive for students.

The @ini.yudharta account, unlike the official Yudharta account, lacks filters or standard rules, allowing a wide range of content to be shared. However, as the owner of the @ini.yudharta account is a student from BEM, there may be instances of discrimination when uploading and sharing content from Yudharta students.

By comparing these accounts, researchers can conclude that accounts using interactive approaches such as entertainment are more popular among students. According to the resource person interviewed by the

researchers, students rarely view the feeds or content of the official account itself because its formal and less interactive content fails to capture their interest.

Analysis of factors influencing Yudharta University's branding shows that advertising strategy through meta ads plays an important role in shaping the university's image in the eyes of prospective students. By utilizing platforms such as Instagram and Facebook, universities can reach a wide audience in a more targeted and measurable way. This allows universities to introduce and promote their brand with consistent messages, attractive visuals, and relevant information. Significant reach in the East Java region provides high visibility, increasing brand awareness and potential new student enrollment.

However, budget constraints are one of the factors that limit the effectiveness of this strategy. With high advertising costs, universities must make strategic decisions about how often and where ads are displayed. Setting specific geographic and demographic targets, such as the East Java region and an age limit of 35 years, allows for more efficient budget management but may also limit the potential reach to a broader audience. However, this targeted focus can increase the relevance of ads to target audiences who are more likely to be interested in the university's programs.

The specific impact of this advertising strategy is seen in the increase in the number of impressions and interactions with university content on social media. Strong impressions indicate that the university's content is successfully engaging users, while positive interactions, such as likes, comments, and shares, reflect deeper engagement. This engagement helps build a stronger relationship between the university and prospective students and increases positive perceptions of the university's brand. Engaging and relevant content, presented consistently, can strengthen the university's image as a modern educational institution that is responsive to student needs.

In addition, this strategy supports branding by demonstrating the university's commitment to innovation and adapting to technological developments. By using popular and effective social media platforms, Universitas Yudharta shows that it is committed to using the latest marketing tools to reach prospective students. This can enhance the university's image as an up-to-date and future-oriented institution, which can attract prospective students looking for an institution relevant to the latest technological trends.

However, to ensure the long-term success of branding, Universitas Yudharta needs to evaluate and adjust its advertising strategy continuously. Paying attention to feedback from advertising campaigns, analyzing performance, and adjusting advertising messages and targeting based on results can help universities optimize their strategy. Additionally, diversifying marketing methods, including offline approaches and collaboration with industry partners, can complement and strengthen existing branding efforts, ensuring a more comprehensive and sustainable brand image.

In comparing the branding strategy of Yudharta University through social media with the findings of previous studies, several similarities and significant differences are seen. Research by Bamberger et al. (2020) shows that utilizing social media data to attract international students involves an in-depth analysis of the digital footprint left by prospective students. Yudharta University, through the use of Meta Ads, reflects a similar approach by targeting a specific audience in the East Java region and a certain age limit. However, this study shows that a broader data analysis approach, such as that of Bamberger et al., can provide deeper insights into the behavior and preferences of more diverse prospective students, not limited to geographic areas alone.

Research by Farinloye et al. (2020) emphasizes the importance of strategic communication through social media for universities, highlighting how social media can be used to build an image and increase engagement with target audiences. Yudharta University has implemented this strategy by utilizing the Meta platform to increase visibility and interaction. However, Farinloye et al. also point to the need to integrate social media strategies with broader strategic communications, including offline campaigns and public relations, which may still need further attention by Yudharta University to create a more comprehensive branding.

In the context of the impact of social media on academic performance, Habes et al. (2020) examined how YouTube usage affects the academic performance of students in Jordan. Their findings suggest that engagement with social media content can have a direct impact on students' learning experiences. Although this study focused on a different platform, the principles can be applied to Yudharta University, where greater engagement and content relevance on platforms such as Meta can contribute to positive perceptions and interest of prospective students, which in turn can influence their decision to enroll.

Meanwhile, Heding et al. (2020) in their book discuss the theory and practice of effective brand management. They emphasize the importance of a deep understanding of brand positioning and brand identity. The strategies implemented by Yudharta University, with specific advertising targeting and careful budget management, show an effort to strengthen its brand image within the constraints of existing resources. However, the lessons learned from Heding et al. suggest that Universitas Yudharta could make greater use of brand management theory to further explore aspects of their brand positioning and how they differs from competitors in the higher education market.

Lastly, Lim et al. (2020) focused on strategic brand management for higher education institutions, suggesting that postgraduate programs have unique branding needs. These findings are relevant to Universitas Yudharta in the context of how they manage their brands for different study programs. This study highlights the importance of tailoring branding strategies to meet the specific needs of target audiences, which can help Universitas Yudharta develop more segmented and effective strategies for attracting students to their different programs.

Based on the explanation above, there are several important things about why students choose Yudharta University and how social media plays a role in attracting their interest. This study is divided into two main topics: reasons why prospective students choose Yudharta University as their destination campus and the role of social media.

There are three reasons they chose Yudharta University. First, environmental factors are why most students choose Yudharta University because of its Islamic environment. This environment is supported by the university's connection with the Ngalah Islamic Boarding School which has been known for a long time. Second, there are recommendations from family and experience of getting high levels of comfort while living in an Islamic boarding school environment that they have known for a long time. Third, the location is affordable and close to where you live. This makes transportation and costs easier for prospective students.

There is a gap in assessing the role of Yudharta University's social media where the official Yudharta University account is less popular with students because the content is too formal and less interactive. Some students are reluctant or even rarely listen or are interested in the content of official accounts. This differs from the @Ini.Yudharta Instagram account managed by the 2023 Student Executive Board (BEM), which has successfully attracted students' attention with funny, interactive, and informal content.

The practical implications of these findings suggest that Universitas Yudharta can improve its branding strategy by making greater use of social media data analytics to better understand prospective students' behaviors and preferences. By applying techniques used in previous studies, such as digital footprint analysis and engagement measurement, universities can optimize their advertising by tailoring content and target audiences based on the insights gained. Additionally, integrating social media strategies with broader and more diverse communication campaigns can increase overall brand visibility. Following deeper brand management principles, universities can also strengthen their brand positioning and identity, and adapt their branding strategies to meet the specific needs of different study programs, to attract more segmented and relevant audiences in the future.

For future research, it is recommended that researchers explore the use of advanced analytics and data modeling to further understand the impact of various social media branding strategies on student enrollment decisions. Further research could include longitudinal studies that monitor changes in brand perception and engagement over time as well as comparative analyses across different social media platforms and marketing methods. Additionally, engaging a more diverse audience and considering external factors such as global education trends could provide more comprehensive insights into the effectiveness of branding strategies. Research that integrates quantitative and qualitative approaches could also deepen the understanding of how various branding elements influence prospective students' decisions more holistically.

4. Conclusion

Yudharta University has carried out branding through engagement between all levels of management such as lecturers, the Student Executive Board (BEM), and influencers. Content creation and sharing are carried out by reposting Yudharta TV and Ngalah TV. Several Influencers who participated include Inul Dartista, Maulana, and Gus Azmi. Management monitors and responds quite well. Meanwhile, creativity and innovation follow developing trends with the help of artificial intelligence and 3D Pixar. The findings of this study indicate that an interactive and entertaining approach is effective in attracting students' attention and interest compared to content that is too formal. The Instagram account @ini.yudharta managed by BEM 2023 managed to achieve higher engagement through relaxed and interesting content, while the university's official account was less popular due to minimal interactivity. In addition, the Islamic environment and the relationship with the Ngalah Islamic Boarding School are important factors that increase the university's attractiveness to prospective students.

This study emphasizes the importance of adapting social media content strategies according to audience preferences to strengthen branding and attract more students. The practical implications of these findings suggest that universities can leverage data analytics to better understand prospective student behaviors and preferences, and optimize advertising content to suit the needs of their target audience. Recommendations for action include expanding data analytics to identify emerging trends and patterns, integrating social media strategies with broader communication campaigns, and adjusting budgets and targets to improve branding reach and effectiveness in the future.

In a rapidly changing social media world, it is essential for Universitas Yudharta to continuously adapt its branding strategies to remain relevant and engaging to prospective students. Technological trends and changing consumer behaviors require universities to regularly evaluate and adapt their approaches to optimize engagement and appeal. Suggestions for further research include exploring how recent trends in digital technology and user behavior influence branding strategies in higher education institutions. Connecting these findings to broader contexts, such as shifts in educational preferences and the increasing use of digital platforms, will provide deeper insights into how universities can adapt to market dynamics and maintain competitiveness in the higher education sector.

5. Reference

- Alberta, H., & Wijaya, L. S. (2021). Analisis Strategi Komunikasi Pemasaran Terpadu dalam Meningkatkan Penjualan dan Brand Awareness. *Jurnal Ilmiah Media, Public Relations, Dan Komunikasi (IMPRESI)*, 2(1).
- Almaida, F. A., & Nugrahani, R. U. (2019). Analisis Pengelolaan Konten Digital Marketing Media Sosial Institut Français Indonesia Bandung. *Jurnal Ilmu Komunikasi Acta Diurna*, 15(1), 96–109. https://jos.unsoed.ac.id/index.php/acta_diurna/article/view/1578
- Bamberger, A., Bronshtein, Y., & Yemini, M. (2020). Marketing universities and targeting international students: A comparative analysis of social media data trails. *Teaching in Higher Education*, 25(4), 476–492. <https://doi.org/10.1080/13562517.2020.1712353>
- Brown, J., Broderick, A., & Lee, N. (2007). Word of Mouth Communication Within Online Communities: Conceptualizing the Online Social Network. *Journal of Interactive Marketing*, 21, 2–20. <https://doi.org/10.1002/dir.20082>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., & Krishen, A. S. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168. <https://www.sciencedirect.com/science/article/pii/S0268401220308082>
- Efendi, M. N., & Prasetyo, L. (2022). Komunikasi Pemasaran Terpadu dalam Peningkatan Potensi Pasar Rakyat di Kota Madiun. *Muslim Heritage*, 7(1), Article 1. <https://doi.org/10.21154/muslimheritage.v7i1.3926>
- Fadli, M. R. (2021). Memahami desain metode penelitian kualitatif. *Humanika, Kajian Ilmiah Mata Kuliah Umum*, 21(1), 33–54. https://scholar.archive.org/work/a3mjph7zgrchfhdz5bah2o66de/access/wayback/https://journal.uny.ac.id/index.php/humanika/article/download/38075/pdf_1
- Farinloye, T., Wayne, T., Mogaji, E., & Watat, J. K. (2020). Social media for universities' strategic communication. In *Strategic marketing of higher education in Africa* (pp. 96–115). Routledge. <https://www.taylorfrancis.com/chapters/edit/10.4324/9780429320934-8/social-media-universities-strategic-communication-temitope-farinloye-thomas-wayne-emmanuel-mogaji-josu%C3%A9-kuika-watat>
- Fish, W. (2021). *Philosophy of perception: A contemporary introduction*. Routledge. <https://www.taylorfrancis.com/books/mono/10.4324/9781351049504/philosophy-perception-william-fish>
- Habes, M., Salloum, S. A., Alghizzawi, M., & Mhamdi, C. (2020). The Relation Between Social Media and Students' Academic Performance in Jordan: YouTube Perspective. In A. E. Hassaniien, K. Shaalan, & M. F. Tolba (Eds.), *Proceedings of the International Conference on Advanced Intelligent Systems and Informatics 2019* (Vol. 1058, pp. 382–392). Springer International Publishing. https://doi.org/10.1007/978-3-030-31129-2_35
- Heding, T., Knudtzen, C. F., & Bjerre, M. (2020). *Brand management: Mastering research, theory and practice*. Routledge. <https://www.taylorfrancis.com/books/mono/10.4324/9780367172596/brand-management-tilde-heding-charlotte-knudtzen-mogens-bjerre>
- Juhaidi, A. (2024). Social media marketing of Islamic higher education institution in Indonesia: A marketing mix perspective. *Cogent Business & Management*, 11(1), 2374864. <https://doi.org/10.1080/23311975.2024.2374864>

- Kaplan, A., & Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53, 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th ed.)*. Harlow, Essex Pearson Education Limited.
- Li, C., & Bernoff, J. (2011). *Groundswell: Winning in a World Transformed by Social Technologies*. Harvard Business Review Press.
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Lim, W. M., Jee, T. W., & De Run, E. C. (2020). Strategic brand management for higher education institutions with graduate degree programs: Empirical insights from the higher education marketing mix. *Journal of Strategic Marketing*, 28(3), 225–245. <https://doi.org/10.1080/0965254X.2018.1496131>
- Mangold, W., & Faulds, D. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52, 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>
- Mulyadi, A. I., & Zuhri, S. (2020). Analisis Strategi Brand Image Kedai Kopi “MOENG KOPI” Melalui Media Sosial Instagram. *Jurnal Ilmu Komunikasi*, 10(2), 109–124. <https://jurnalfdk.uinsa.ac.id/index.php/JIK/article/view/355>
- Panda, S., Pandey, S. C., Bennett, A., & Tian, X. (2019). University brand image as competitive advantage: A two-country study. *International Journal of Educational Management*, 33(2), 234–251. <https://www.emerald.com/insight/content/doi/10.1108/IJEM-12-2017-0374/full/html>
- Pringle, J., & Fritz, S. (2019). The university brand and social media: Using data analytics to assess brand authenticity. *Journal of Marketing for Higher Education*, 29(1), 19–44. <https://doi.org/10.1080/08841241.2018.1486345>
- Rachmawati, Y. (n.d.). 3 Universitas Terbaik Di Wilayah Pasuruan, Masuk Peringkat 99 Besar Versi UniRank Se-JawaTimur lho—Batu Network. 3 Universitas Terbaik Di Wilayah Pasuruan, Masuk Peringkat 99 Besar Versi UniRank Se-JawaTimur lho - Batu Network. Retrieved July 17, 2024, from <https://batu.jatimnetwork.com/pendidikan/9988924365/3-universitas-terbaik-di-wilayah-pasuruan-masuk-peringkat-99-besar-versi-unirank-se-jawatimur-lho>
- Safko, L. (2012). *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*.
- Safko, L., & Brake, D. K. (2009). *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*. Wiley.
- Schunk, D. H., & DiBenedetto, M. K. (2020). Motivation and social cognitive theory. *Contemporary Educational Psychology*, 60, 101832. <https://www.sciencedirect.com/science/article/pii/S0361476X19304370>
- Shawky, S., Kubacki, K., Dietrich, T., & Weaven, S. (2019). Using social media to create engagement: A social marketing review. *Journal of Social Marketing*, 9(2), 204–224. <https://www.emerald.com/insight/content/doi/10.1108/JSOCM-05-2018-0046/full/html>
- Tajvidi, R., & Karami, A. (2021). The effect of social media on firm performance. *Computers in Human Behavior*, 115, 105174. <https://www.sciencedirect.com/science/article/pii/S0747563217305514>
- Voorveld, H. A. M. (2019). Brand Communication in Social Media: A Research Agenda. *Journal of Advertising*, 48(1), 14–26. <https://doi.org/10.1080/00913367.2019.1588808>
- Wardhana, A. (n.d.). No Title. *PERILAKU KONSUMEN DI ERA DIGITAL PENERBIT CV.EUREKA MEDIA AKSARA*.
- Yusanda, A., Darmastuti, R., & Huwae, G. N. (2021). STRATEGI PERSONAL BRANDING MELALUI MEDIA SOSIAL INSTAGRAM (Analisis Isi pada Media Sosial Mahasiswa Universitas Kristen Satya Wacana). *Scriptura*, 11(1), 41–52. <https://doi.org/10.9744/scriptura.11.1.41-52>