

<https://journal.ypidathu.or.id/index.php/jssut/>

P - ISSN: 3026-5959

E - ISSN: 3026-605X

The Influence of Marketing Communication Through Instagram of Al Amjad Islamic College Medan on the Perception and Educational Preferences of Students' Parents

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ABSTRACT

Background. Educational institutions need marketing communication and have started to explore the world of social media for advertising by creating visual images or videos.

Purpose. The purpose of this study was to analyze the influence of marketing communication of Al Amjad Islamic College through Instagram on parents' educational perceptions; analyze the influence of marketing communication of Al Amjad Islamic College through Instagram on parents' educational preferences; and analyze the influence of marketing communication of Al Amjad Islamic College through Instagram on parents' educational perceptions and preferences.

Method. This study uses a quantitative approach with the correlation method. The research data collection technique used a questionnaire and the sampling technique used stratified random sampling with a sample size of 325 people from a population of 1748 students of Al Amjad Islamic College Medan.

Results. The results showed that the advertising dimension marketing communication variable obtained a value of 88%. The facility dimension perception variable obtained a value of 87.1%. The peer dimension preference variable obtained a value of 87.7%. The results showed that the hypothesis H0 was rejected and Ha was accepted, namely that there was an influence of marketing communication through Instagram on perceptions at Al Amjad Islamic College with a large influence of 35.7%. This means that the two variables have a significant relationship with a moderate category.

Conclusion. The results of the study indicate that the hypothesis H0 is rejected and Ha is accepted, namely that there is an influence of marketing communication through Instagram on preferences at Al Amjad Islamic College with a large influence of 37%. This means that the two variables have a significant relationship with a strong category. The results of simultaneous calculations show that the hypothesis H0 is rejected and Ha is accepted so that marketing communication simultaneously has a significant effect on educational perceptions and preferences.

Citation: Pulungan, H. M., Lubis, S., & Kholil, S. (2024). The Influence of Marketing Communication Through Instagram of Al Amjad Islamic College Medan on the Perception and Educational Preferences of Students' Parents. *Journal of Social Science Utilizing Technology*, 2(4), 633–645.

<https://doi.org/10.70177/jssut.v2i4.1423>

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Received: October 9, 2024

Accepted: November 8, 2023

Published: December 31, 2023

KEYWORDS

Educational Preferences, Instagram, Marketing Communication

INTRODUCTION

Marketing Communication is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the product and brands sold (Abbas dkk., 2021). Through marketing communication is the first step in introducing products to the public (Azoury dkk., 2020). Generally, marketing communication has



several combinations that can be called a marketing communication mix consisting of promotions, advertising, public relations, events, direct marketing and others. In this digital era, marketing communication can be informed and introduced to the public via the internet (Dave dkk., 2022). Currently, the internet is very close to humans both locally and internationally.

Every era of life will continue to change. In fact, the revolution related to life is the industrial revolution which is related to the reproduction sector of an item. The phenomena that occur in this world will continue to change by following the development of the times. Explained in the development of the revolution, namely in the industrial revolution 1.0, every production of goods and services still uses steam engines (Ellakany dkk., 2023). The industrial revolution 2.0 is when electricity has begun to be discovered, such as electric machines. During this period, the effectiveness of human performance increased. The 3.0 revolution was marked by the presence of digital technology and the internet (Gil-Quintana dkk., 2021). However, during the internet network, users were still limited. The industrial revolution 4.0 was when humans had found new patterns with the rapid advancement of technology. In this era, the internet has been used en masse and every information is easy to find. The industrial revolution 5.0 was during the period of social welfare where social networks or the internet can be used by anyone and can be used freely. In this era, artificial intelligence has begun to be discovered, which has begun to facilitate every human life and increasingly does not need humans.

Social media is currently proof of the rapid technology as in the industrial revolution. Social media is now starting to vary the form of information delivery. Information through social media is open and currently has no limits (Gil-Quintana & Vida de León, 2021). Information that was initially only found in words, can now be enjoyed with visual images and videos. In fact, it can be enjoyed depending on human feelings at that time (Giroto dkk., 2023). People get any information easily through the internet. In promoting a product, the internet has an effective media, namely social media. Social media has several platforms, namely Instagram, Youtube, WhatsApp and other social media. According to We are social and Hootsuite in 2023, social media with active users are dominated by Facebook, Youtube and Instagram (accessed on Wednesday, May 17, 2023, at 19.51, <https://goodstats.id/>). Instagram as one of the social media with the most active users is one of the media that is interested in being studied (Demina dkk., 2022). Instagram users are dominated by all groups. For every company and institution, Instagram social media is a must-have. Because it can make it easier for the public to find a product.

Educational institutions need marketing communication for every activity they do. In this era, educational institutions need marketing to attract prospective students who will become students. Educational institutions have now begun to enter the world of social media (Kumar & Raman, 2020). Through Instagram social media, educational institutions can advertise their educational institutions by creating visual images or videos (López-López P.C. dkk., 2023). Through Instagram, educational institutions can also exchange information and become closer to prospective students or parents. This is important for educational institutions to do.

Al Amjad Islamic School has a vision to create a generation with character and knowledge that is rahmatan lil 'alamin. The mission of Al Amjad Islamic School is to establish an Islamic educational institution and manage it professionally; Provide educators and education personnel who are characterful and competent and knowledgeable in the learning process and learning support activities; Provide facilities, means, and infrastructure that are useful and functional for education; Establish cooperation with external institutions, both domestic and foreign (Lee dkk., 2023). Al Amjad Islamic School has media for interaction with the audience, namely Facebook, Instagram, Twitter and Youtube. This study focuses on Instagram social media called @perguruanalamjad

because Instagram social media is a social media that is easily accessible by parents of students and students themselves (Martínez-López F.J. & D'Alessandro S., 2020). In choosing an educational institution, parents have their own perceptions and preferences. Many factors influence this in order to determine the future of the child.

Perception is an action in determining a choice that comes from the perspective of each person's thinking. In forming a perception, it is formed from several factors, namely individual needs, age, experience, personality, gender and other things that are subjective (Meira dkk., 2021). Educational institutions have efforts to find out and shape public perception. Educational institutions strive to shape public expectations (Mullens dkk., 2020). There is a perception that states that education is able to provide a guarantee of the future. This is usually seen from the graduates of the educational institution. In this study, we want to see the perception of parents of students in seeing Al Amjad Islamic School through Instagram social media. After the formation of perception, there are preferences from each individual.

Preference is a decision or choice of something that will be taken by each individual based on the perception that has been formed (Palamar dkk., 2020). In the formation of preferences there are several factors that influence according to researchers, namely cultural factors, social factors, personal factors and psychological factors. Cultural Factors, cultural factors include consumer culture and values, sub-cultures and consumer social classes; Social factors, social factors consist of reference groups, family, roles and social status; Personal factors, personal factors or personal factors consist of age and life cycle stage, education, occupation, income / economic conditions, lifestyle, and personality and self-concept; psychological factors, psychological factors consist of motivation, perception, learning, and beliefs and attitudes (Peralta & Caporusso, 2020). Understanding preferences aims to continue marketing communications that are sustainable so that goods or services that are persuasive to the audience are still chosen. Marketing through Instagram is one of the communications between parents of students and Al Amjad Islamic School from what has been displayed and marketed. Where this can shape the perception of parents of students.

RESEARCH METHODOLOGY

The research method used in this study uses a quantitative approach with a positivistic paradigm. This research method uses correlation research through descriptive methods. This study wants to see a description of the Instagram marketing communication phenomenon on the perception and preferences of education for parents of students (Priyowidodo dkk., 2019). This study also wants to see the relationship of marketing communication variables to perceptions and preferences. The following are the variable indicators used in the study.

Table 1. The Variable Indicators

VARIABLE	DIMENSION	INDICATOR
Marketing Communication (Variable X)	Advertising	Advertising source information
		Frequency of ads on Instagram
	Sales Promotion	Ad impressions on Instagram
		School discounts via Instagram
	Public Relation	Influence directly through Instagram Get continuous school information

Perseption (Variable Y1)	Instagram communication strategy	
	Personal Selling	Public awareness of schools through Instagram
		Instagram admin is able to inform about the school
		Offer directly through Instagram
	Direct Selling	Inform directly via Instagram
		Communication in Instagram Direct Message
	Location	Communication without intermediaries
	Cost	Strategic location of the school
	Promotion	The size of the school area
		According to family income
Ease of payment		
Fasility	Marketing effectiveness	
	Product awareness through promotion	
Student Parents Income	Completeness of facilities	
	Environmental conditions	
	Parents' income is sufficient to choose a school	
Social and Culture	Parental income is commensurate with academic facilities	
	Parents have high education	
	Parents' expectations of the school	
Preference (Variable Y2)	Academic Skill	Parental involvement in children's education
		Children's academic abilities are good
		School achievement is commensurate with the child's achievement
	Which school are you from	School Quality
		Teacher Quality
		School Facility
	Resources	school curriculum
		Children's lifestyle
	Friends of the same age	Information from social media
		Completeness of information sources (social media)
Scholarship	Child's environmental background	
	Child behavior	
	Availability of school scholarship pathways for the next level	
Availability of information about further educational paths		

Scale

The measurement scale in this study uses the Likert Scale. The level of answer to the question items from positive to negative

Population and Sample

The population used as the object of the study was the parents of Al Amjad school students. The population of the study was students of Al Amjad Islamic School Medan totaling 1748 students (Ministry of Education, Culture, Research and Technology, 2022). To produce ideal results, this study used a population using kindergarten, elementary, junior high and high school levels in Al Amjad Islamic School Medan.

Table 2. Student Population of Al Amjad Islamic College Medan

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

Sampling Techniques

This study uses probability sampling as a sampling technique. The researcher used the Michael and Isaac table as the first sample calculation (Benu & Benu, 2019). The sampling technique used in this study uses the Slovin formula to produce the number of samples with the condition of a relatively large population . The following is the calculation using the Slovin formula.

$$n = \frac{N}{1+N(e)^2} = \frac{1748}{1+1748(0.05)^2} = \frac{1748}{5.37} = 325$$

The research population was 1748 and a sample of 325 respondents was obtained. Each level of education was calculated using stratified random sampling to produce proportional results with a significance level of 5%. The following are the results of the sample calculation per level of education.

Table 3. Sample of Students of Al Amjad Islamic College Medan

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

Data Collection Techniques

Primary data

The data used in this study were through online questionnaires and google forms. The questionnaire was distributed to respondents who had been determined through sample calculations. The questionnaire contained a list of 43 questions.

Secondary data

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

Validity Test

Validity is something that is used to explain the accuracy of a measurement instrument against what should be measured. This study uses the Pearson validity test. This validity test uses 30 people outside the sample with several ordinal question items. By stating that $r_{\text{count}} > r_{\text{table}}$, the data is considered valid and vice versa.

Figure 1. The following is the Pearson formula.

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

Description:

r_{xy} = Correlation coefficient

n = Number of Respondents

$\sum X_i$ = Number of Questions

$\sum Y_i$ = Total Score of Items

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

Reliability Test

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

Descriptive Analysis

Descriptive analysis is a form of data analysis to test the generalization of research results based on one sample. This analysis is used for descriptive hypothesis testing. Statistical tests in descriptive analysis are to test hypotheses from descriptive research (Reis J.L. dkk., 2023).

Simple Regression Analysis

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

Correlation Analysis

Correlation analysis is a statistical analysis to find out the linear relationship between one variable and another. This study uses the Pearson correlation test to see the hypothesis that is stated to be accepted or rejected.

Coefficient of Determination

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

Hypothesis Testing (T-Test)

Hypothesis testing is carried out on population parameters. Hypothesis testing can be said to be a statistical hypothesis that uses samples from questionnaire results (Shaikh dkk., 2023). The hypothesis carried out in this study is an associative hypothesis which looks at the cause and effect of the research results. The following is the formula used in this study. The results of the research hypothesis test will get results that can be interpreted as if $t_{count} > t_{table}$ then the alternative hypothesis is accepted and if $t_{count} < t_{table}$ then the alternative hypothesis is rejected.

Simultaneous Hypothesis Test (F Test)

The F test is used to view variables simultaneously, where one variable has more than one. The F test is a simultaneous regression relationship test that aims to determine whether all independent variables together have a significant influence on the dependent variable. This method aims to test the difference in mean scores between three or more groups simultaneously. The F value is an indicator that determines whether the difference in mean scores is significant at a certain level that is set or vice versa. Thus, this method can be used to accept or reject a null hypothesis that is formed. This test $F_{count} > F_{table}$ then the multiple correlation coefficient that has been tested is significant, which can be applied to the entire population. This study conducted the F test using SPSS Statistics 22 version.

RESULT AND DISCUSSION

Overview of the Research Location

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

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

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

The findings from the descriptive analysis of marketing communication variables consisting of 13 question items obtained a percentage of 86.5% with a very effective category. The marketing communication variable obtained the dimension with the highest percentage, namely the advertising

dimension of 88% with a very effective category. The question item with the highest percentage in the advertising dimension, namely information published on the Instagram of Al Amjad Islamic College, has a high frequency of 89% with a very effective category. The statement item is included in the advertising source information indicator. This percentage shows that respondents receive a lot of information about Al Amjad Islamic College on Instagram with a high frequency.

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

The Influence of Marketing Communication Through Instagram of Al Amjad Islamic School Medan on the Perception of Education of Students' Parents

The results of the descriptive analysis of the parental education perception variable consisted of 12 statement items, the percentage of this variable was 86.6%. The perception variable obtained the dimension with the highest percentage, namely facilities of 87.1% with a very effective category. The highest statement item in the facility dimension was that Al Amjad Islamic School had a clean environmental condition of 88.3% with a very effective category. Based on this percentage, respondents have a perception of Al Amjad Islamic School through the condition of clean environmental facilities. On the Instagram account of Al Amjad Islamic School, it always provides visuals showing the condition of clean school environmental facilities. This is shown in every published content.

The dimension with the lowest percentage in the perception variable is price and payment method at 85.9%. The statement item with the highest percentage in this dimension is that Al Amjad Islamic School has ease of payment at 86.7%. This statement item is included in the payment ease indicator. This percentage shows the respondent's perception that Al Amjad Islamic School has low payment ease. Based on the existing reality, payments made by Al Amjad Islamic School have several stages in order to get a sign that the payment has been completed.

This study has conducted a hypothesis test and obtained a Sig. 000 value <13.129. So there is an influence of Al Amjad Islamic School marketing communication through Instagram on the perception of parents' education. The magnitude of the influence of the marketing communication variable on the perception of education is 35.7%. The correlation between variables obtained a relationship value of 0.598. This value has a positive correlation. Both variables have significance with a moderate category.

The Influence of Marketing Communication Through Instagram of Al Amjad Islamic School Medan on the Educational Preferences of Students' Parents

Descriptive analysis on the variable of parents' educational preferences consists of 18 statement items obtained the percentage of this variable is 86.9% with a very effective category. The preference variable obtained the dimension with the highest percentage, namely peers at 87.7% with a very effective category. The statement item with the highest percentage in the peer dimension is that Al Amjad Islamic School has a good child's environmental background of 87.8% with a very effective category. The statement item is included in the indicator of the child's environmental background. Based on this percentage, respondents have a high preference through the child's environmental background.

The dimension with the lowest percentage is the income of the student's parents at 85.8% with a very effective category. The statement item with the highest percentage in the dimension of the student's parents' income is my income is sufficient to choose Al Amjad Islamic School at 86%

with a very effective category. The statement item is included in the indicator of parental income commensurate with academic facilities. Based on this percentage, parents still feel that the cost of education at Al Amjad Islamic School is still not commensurate with the academic facilities provided or it can be said that the cost of education is still quite expensive with the academic facilities received.

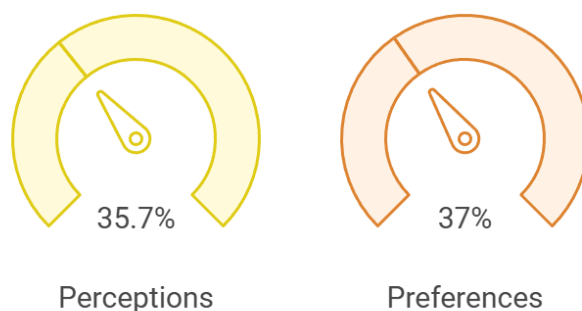
This study has conducted a hypothesis test and obtained a Sig value of $0.000 < 0.05$. So there is an influence of Al Amjad Islamic School marketing communication through Instagram on the educational preferences of students' parents. The magnitude of the influence of the marketing communication variable on educational preferences is 37%. The correlation between variables obtained a relationship value of 0.609. This value has a positive correlation. Both variables have significance with a strong category.

The Influence of Marketing Communication Through Instagram of Al Amjad Islamic School Medan on the Perception and Educational Preferences of Students' Parents

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

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

Figure 2. Influence of Marketing Communication on Perceptions and Preferences



Therefore, this study shows that it is important for educational institutions to implement marketing communications. This aims to build perceptions and preferences of parents of students or prospective parents of students. Similar to previous studies, according to Smedescu, Ivanov, Loanas, & Fruth (2016), marketing communications activities are important in everyday life, especially for educational institutions currently emphasizing the marketing mix (Xie-Carson dkk., 2023). Marketing communications can facilitate communication.

Marketing communication activities are considered important because they have an interest in the audience, namely being able to convey messages verbally and nonverbally. This is considered interesting in communicating (Wolinska dkk., 2023). Educational institutions currently need and are required to implement marketing communication, especially social media. Currently, Instagram social media is commonly used by institutions. As in the research of Wono & Aji (2020), marketing communication activities are considered interesting for the public, especially social media which is very important in this era. Through marketing communication, you can feel and see the development of education (Shaikh dkk., 2023).

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

Through marketing communication is able to provide the specified market success. This success is able to shape the perception of the parents of students and the perception is also what forms the preference (Wang dkk., 2023). The effectiveness of preferences will be top of mind for parents of students to choose Al Amjad Islamic School. This study shows that Al Amjad Islamic School is still at the brand awareness stage and has not become top of mind. Other previous studies state that there is an influence on decision making in his research also has a correlation between marketing communication variables and decision making through marketing communication can increase preferences (Vrana dkk., 2019).

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

CONCLUSION

Data collection in this study used a questionnaire based on the population calculated from the number of students at Al Amjad Islamic School. The data obtained in the study were processed using SPSS Statistics 22 Version software. The marketing communication variable is in the very effective category with the highest dimension being advertising. The results of the study showed that there is an influence of Al Amjad Islamic School's marketing communication through Instagram on the perception of parents' education with a large influence of 35.7% and 64.3% are influenced by other variables. The correlation between these variables is in the moderate category. The perception variable is in the very effective category with the highest dimension being facilities.

The results of the study showed that there is an influence of Al Amjad Islamic School's marketing communication through Instagram on parents' educational preferences with a large influence of 37% and 63% are influenced by other variables. The correlation between these variables is in the strong category. Based on the calculation of the simultaneous hypothesis, the hypothesis H0 is rejected and Ha is accepted so that simultaneous marketing communication has a significant effect on perception and preferences for education.

AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

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