



A Strategy for Using Instagram as A Promotional Media for New Student Admissions

Ima Soumena¹, H. Muh. Akbar², Muhammad Yusuf Ar²

¹Program Studi Magister Ilmu Komunikasi Fakultas Pascasarjana, Universitas Fajar Makassar, Indonesia

²Universitas Fajar Makassar, Indonesia

*Corresponding Author: Ima Soumena

Email: imhashou@gmail.com



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Abstract

The background of this research is based on the importance of higher education institutions adapting to advancements in information technology, particularly social media, as effective communication channels to reach younger generations. The approach used is qualitative descriptive, with data collected through in-depth interviews with the admissions management, social media administrators, and students, as well as observations of promotional activities on the official Instagram account of the campus. The data analysis was conducted thematically to identify strategies, supporting factors, and obstacles in utilizing Instagram. The results indicate that STIKes Maluku Husada leverages Instagram through visual content such as posters, infographics, short videos, and interactive features like stories, reels, and live sessions to disseminate information about the new student admission process. Supporting factors for success include the high usage of Instagram among prospective students, visual content appeal, and active student participation in the promotional process. However, challenges such as inconsistent content, limited human resources, and underutilized paid promotion features (Instagram Ads) were also identified. The conclusion of this research suggests that Instagram has significant potential as a promotional media for higher education institutions like STIKes Maluku Husada. To improve its effectiveness, better social media management, enhanced content quality, and sustainable digital marketing strategies are necessary.

Introduction

Technology is essentially created to make human life easier and more convenient. The rapid advancement of technology today means that virtually no aspect of human life is exempt from its use, either directly or indirectly. With the flow of globalization and the demand for rapid information exchange, the role of communication technology has become crucial, one of which is social media (Audi et al., 2022; Fazil et al., 2024; Abernathy, 2025). The use of Instagram in Indonesia is increasing rapidly every year. Based on research, out of a total population of 277.7 million, internet users in Indonesia have reached 204.7 million, with active social media users reaching 191.4 million. According to survey results, the average user spends 3 hours and 17 minutes on social media across any device. Instagram ranks second as the most widely used social media platform in Indonesia (Azzaakiyyah, 2023; Patel, 2023; Balogun & Aruoture, 2024). The number of Instagram users has reached 99.15 million, with 52.3% female and 47.7% male (Sarbani & Lestari, 2022; Mohamed et al., 2022; Rahimi & Oh, 2024). In Maluku, with a population of 1.8 million, according to the 2023 National Internet Survey, 74.99% of internet users are active social media users. According to statistics in Maluku, the most commonly used social media platforms are WhatsApp, Facebook, Instagram, and TikTok.

Social media use in Maluku is still dominated by students, university students, and business actors who utilize social media. With an average daily social media usage of 2 hours and 19 minutes, Instagram ranks third among social media users in Maluku (Sutrisno, 2023; Amin et al., 2025). The definition of promotion varies from person to person, but broadly speaking, promotion is an activity that is easily understood because it is a transactional process that generates value from the exchange between the parties involved (Enterprise, 2021). On the other hand, Instagram is described as a place where users can interact freely (Frascara, 2004). Therefore, promotion through Instagram is generally a solution for marketing products and services, where information reaches a wide audience. In its development, Instagram can be used for various purposes, from building friendships and campaigning for specific programs (education, social, religious, environmental, health, etc.), to promoting and marketing specific products or services, and publicizing activities (Marrink et al., 2023; Maqsood et al., 2024; Wang et al., 2026). Through Instagram, anyone can create, edit, and publish their own news, promotional, article, photo, and video content (Mondal et al., 2023; Xu et al., 2024; Liu et al., 2023; Sun et al., 2026). Besides being more flexible and broader in scope, it is also more effective and efficient, fast, interactive, and varied (Wang et al., 2023; Piccini et al., 2024; Wu et al., 2024). Promotional media are tools or means used for promotion. Various promotional media are currently developing, from conventional to unconventional. The oldest promotional medium is word of mouth. This type of promotion was common in ancient times because there were not as many advanced promotional media as there are today. Similarly, in the world of education, appropriate and effective promotional strategies are needed to increase student numbers. The world of education today has been impacted by globalization and digitalization, requiring universities, especially private universities (PTS), to always keep up with current developments with full awareness to further strengthen the implementation and management of professional management at each private university, consistently implementing effective strategies to promote the university's strengths and characteristics to reach the targeted number of students each year.

This is also relevant to the efforts undertaken by private universities to implement promotional strategies, particularly for new student admissions, which are facing increasingly fierce competition among players in the education industry each year, while the promotional arena is also becoming increasingly competitive. This intense and intense competition requires every private university to pay attention to vital aspects of governance in promoting their respective campuses. This study focuses on private universities, many of which utilize social media, particularly Instagram, for communication and promotion. Promotional strategies are necessary to market products or services and capture consumer attention both visually and verbally. The internet plays an increasingly important role in social, economic, and political life. The presence of the internet has transformed perceptions, particularly for a number of private universities, by helping individuals access information quickly, efficiently, and without time limits (Iqbal et al., 2022; Conrad et al., 2022). Some educational institutions, particularly developing private universities, are beginning to utilize Instagram as a promotional communication tool. Some private universities have their own distinct visual styles for presenting and promoting their campuses. Not all private universities perform well visually. Furthermore, competition for campus promotion is fierce (Li, 2022; Curelaru et al., 2022; Gkrimpizi et al., 2023).

Private universities (PTS) are strategic partners entrusted by the government to achieve educational goals, and are responsible for the sustainability of educational programs (Sarofah et al., 2021). The challenges faced by private universities are not only the need to articulate their vision and mission to produce the best and most qualified graduates, but also the availability of qualified human resources and the competitive environment for new student

admissions. Therefore, private universities are exercising their own autonomy, promoting the image of their educational institutions, both through promoting the campus image and promoting their teaching staff through public media, aimed at targeting audiences. This is the case for the private university, STIKes Maluku Husada, which has utilized the Instagram social media platform as a promotional tool. The promotional strategy implemented is one of the educational institutions' intensive uses of digital services, which must be implemented every time new student registration takes place. Promotional activities include content that provides information about study programs, what is learned, and potential job prospects. Instagram is a social media platform that reflects the development of the globalization era.

STIKes Maluku Husada has 6,119 Instagram followers. In addition to Instagram, STIKes Maluku Husada also has active social media accounts on Facebook, TikTok, and YouTube. Maluku Husada Health College is one of the most developed health campuses in the Maluku region, this can be seen from the number of active students which is always increasing. The use of social media, especially Instagram, is expected to have a big influence on interest and increase the number of prospective new students registering at the Maluku Husada Health College campus.

This indicates that the 2022/2023 odd-year intake had the largest number of new students, with 1,007 students. Meanwhile, the 2023/2024 odd-year intake had the smallest number of new students in the last three years. To attract prospective new students, STIKes Maluku Husada continues to promote its admissions through social media, including Instagram. Registration for new students is conducted online through the STIKes Maluku Husada Admissions website. According to research conducted by Indriaturrahmi (2022), presentations through social media and partnerships were the best choice with a percentage of 60%, school visits 20%, and the use of billboards 20%. Therefore, utilizing promotional strategies through social media, especially Instagram, can provide benefits and advantages in providing information related to the products to be promoted to a wider audience. With this promotional activity at Private Universities, it is hoped that it will provide information and knowledge as considerations for students who are choosing a major.

Methods

Research Approach and Type

This study employs a qualitative descriptive approach, which is suitable for exploring phenomena within their natural contexts. According to Sugiyono (2022), qualitative research is based on post-positivist or interpretive philosophy and is designed to understand social realities, experiences, and meanings rather than numerical data. In this approach, the researcher serves as the primary instrument, while data collection is conducted through triangulation, combining observation, interviews, and document analysis. The data obtained are descriptive, in the form of words, sentences, and images, and are analyzed inductively to capture patterns, themes, and underlying meanings. The goal of this approach is to understand the uniqueness of the phenomena, construct interpretations of the observed reality, and generate insights that may contribute to theory development. Qualitative descriptive research is considered appropriate for this study because it allows the researcher to investigate the influence of social media, particularly Instagram, on the promotion of new student admissions at STIKes Maluku Husada in depth and within its real social context.

Researcher's Role

In qualitative research, the researcher plays a central role as planner, data collector, analyst, interpreter, and report writer. The presence of the researcher in the field is essential, as it enables direct interaction with informants and careful observation of the research environment.

In this study, the researcher served as both a participant and a participant-observer. As a participant, the researcher engaged with informants' activities to gain a first-hand understanding of their experiences and perspectives. This involvement allowed the researcher to empathize with informants and capture nuanced insights. At the same time, the researcher maintained an observational role, critically noting behaviors, interactions, and contextual factors, while ensuring informants were aware of the research purpose. This dual role facilitated transparent communication and enriched the data collection process.

Research Location and Time

The research was conducted at STIKes Maluku Husada, located at Jalan Laksdya Leo Wattimene, Blk. Klinik Rider 733 Waiheu, Teluk Ambon, Maluku. This location was selected due to its relevance to the research topic and its accessibility to knowledgeable informants. The study was carried out from May to July 2025, covering the stages of preparation, data collection, data analysis, and report compilation. Conducting the research at this location allowed the researcher to observe real-time activities related to student recruitment and promotional strategies using social media, thereby capturing authentic and contextually rich data.

Research Informants

The informants in this study were individuals who possessed relevant knowledge and expertise concerning the research topic. Informants were selected using purposive sampling, a deliberate technique that targets individuals with specific experience, authority, or insight relevant to the research objectives (Sugiyono, 2012). Selected informants included lecturers, administrative staff, students, and members of the community who were involved in or affected by student recruitment at STIKes Maluku Husada. This purposive selection ensured the data collected were credible, representative, and provided multiple perspectives on the influence of Instagram as a promotional medium. Assistance from colleagues familiar with the environment facilitated access to informants who were competent and capable of providing comprehensive insights.

Data Sources

Data for this study were obtained from primary and secondary sources. Primary data were collected directly from informants through interviews, observation, and field engagement, providing first-hand insights into the phenomena under study. Secondary data were gathered from books, journals, theses, and relevant documents. These sources supplemented primary data and offered contextual support, particularly regarding the role of social media in promoting new student admissions. Combining both primary and secondary data allowed the researcher to triangulate findings, ensuring accuracy and completeness.

Data Collection Procedures

Data were collected using in-depth interviews, participant observation, and document analysis. In-depth interviews allowed the researcher to obtain detailed insights regarding informants' experiences, perceptions, and opinions. Participant observation enabled the researcher to observe social interactions and activities in their natural context, providing a comprehensive understanding of social dynamics and communication strategies. Document analysis involved reviewing official reports, promotional materials, and archival records to complement and validate data obtained from interviews and observation. All collected data were systematically recorded, documented, and, when necessary, photographed to ensure accuracy and reliability.

Data Analysis Techniques

Data analysis followed a qualitative framework involving organizing, categorizing, synthesizing, and interpreting the data to identify meaningful patterns and themes. The process began with data reduction, where information was summarized, coded, and focused on essential points to facilitate subsequent analysis (Sugiyono, 2008). Next, data presentation involved systematically arranging the data in the form of narratives, charts, diagrams, flowcharts, and matrices. This logical and structured presentation enabled the researcher to link findings to research questions and illustrate relationships among themes. Finally, conclusion drawing involved interpreting the reduced and presented data to derive new insights and verify them through iterative checks and cross-referencing, ensuring that the conclusions were valid and reliable.

Validity and Reliability of Findings

To ensure the trustworthiness of the findings, this study applied qualitative validity measures emphasizing credibility (Sugiyono, 2013). Credibility was established through prolonged observation, ensuring consistent and accurate data collection, and enhanced persistence, involving careful and continuous engagement in the research setting. Triangulation was applied by cross-verifying data from multiple sources, techniques, and times. Negative case analysis examined data that did not fit emerging patterns to refine interpretations and improve reliability. Additionally, supporting references, including recordings, photographs, and authentic documents, were used to corroborate findings. Member checking was conducted by sharing data with informants to confirm that their intended meaning was accurately captured. These combined strategies ensured that the research findings were valid, reliable, and could be confidently interpreted.

Results and Discussion

Instagram Utilization Strategy as a Promotional Tool for New Student Admissions at STIKes Maluku Husada, Maluku Province

The researcher conducted interviews with key internal stakeholders of STIKes Maluku Husada, including the Vice Chair III, the Head of the New Student Admissions Committee, the Public Relations and Publications Coordinator, and the Admissions Operator, to explore the strategy of using Instagram as a promotional platform for new student admissions.

I.S., the person in charge of new student admissions, explained the strategy as follows:

"The promotion strategy for new student admissions at STIKes Maluku Husada uses Instagram as the main platform, involving all campus personnel, particularly the admissions committee, coordinated with the person in charge. Instagram is considered important because most prospective students are active social media users, allowing information to be delivered quickly, attractively, and to a wider audience. In addition to online promotion, the admissions team which consists of the Chair, Vice Chair III, and committee members also conducts direct visits to government and private institutions, which has proven effective in increasing applicant interest." (Interview with I.S., June 3, 2025)

Similarly, S.W. stated:

"STIKes Maluku Husada's strategy for recruiting new students is carried out through social media, the official website, and collaboration with relevant institutions to expand the reach of admissions information. Promotion focuses on the advantages of study programs, such as recognition of prior work experience, flexible schedules, and

simplified registration processes. In addition, direct selling is conducted via telephone and WhatsApp to provide detailed explanations about study programs and to assist with the registration process and required documents. Public relations efforts are maintained by building good relationships and introducing the campus to prospective students through social media and partnerships with government and private institutions in the health sector." (Interview with S.W., June 5, 2025)

M.R.L. explained:

"STIKes Maluku Husada's promotion strategy focuses on disseminating information about study programs, campus advantages, student activities, and the registration process through social media, particularly Instagram, with professional visual designs and consistent use of the campus identity. Promotion is also carried out through TikTok (live streaming), YouTube, Facebook, and WhatsApp Business. In addition to online promotion, the admissions committee and Public Relations team conduct direct outreach, distribute brochures, and use personal selling, both in groups and individually, to communicate with prospective students. These activities involve representatives from each study program as well as all campus staff." (Interview with M.R.L., June 14, 2025)

H.L., the Admissions Administrator, reinforced this approach:

"The new student admission strategy at STIKes Maluku Husada optimizes human resources and adapts to technological developments. Promotion is focused on Instagram, providing information about study programs, facilities, admission schedules, and campus advantages through visually appealing, consistent content that reflects the campus identity. Instagram features such as live Q&A, short videos of campus activities, and promotional posts for admission events are used to increase interaction. Additionally, paid advertising campaigns are implemented to reach a broader audience according to the target prospective students." (Interview with H.L., June 5, 2025)

Interviews with students and prospective students further supported these findings. T.H. stated:

"Information about new student admissions at STIKes Maluku Husada was obtained through brochures, banners, family, as well as social media platforms such as Facebook, TikTok, and Instagram. After seeing information on social media, prospective students usually contact the Instagram admin to inquire about the registration process. The admin actively responds to messages and comments, maintaining engagement. Instagram is considered effective because most young people use it, with engaging content such as event photos, testimonial videos, and regularly updated admission information." (Interview with T.H., June 4, 2025)

F. added:

"Yes, I first learned about the registration through Instagram. The information was clear, including the registration link, admin contact, and schedule of admission waves. I think it is very helpful, especially for those living outside Ambon." (Interview with F., June 5, 2025)

S. noted:

"Information about admissions was obtained from friends who are civil servants, followed by consultations with the Program Chair and checking the STIKes website. The Instagram strategy is considered effective, but it requires annual innovation and

routine socialization, including direct visits to schools and relevant institutions, given that internet access in some parts of Maluku is still limited." (Interview with S., June 4, 2025)

Finally, D.N. and N.J. stated:

"Information about admissions was obtained through social media (Facebook, Instagram, TikTok) and friends who were already studying at STIKes. Prospective students then contacted the admissions admin to ask about the duration of study, tuition fees, and learning methods. The advertisements were considered attractive and matched the actual experience of attending classes." (Interview with D.N. and N.J., June 4, 2025)

Supporting and Inhibiting Factors for Instagram as a Promotional Tool for New Student Admissions at STIKes Maluku Husada

The researcher conducted interviews with internal stakeholders to identify factors that support and hinder the use of Instagram as a promotional medium for new student admissions at STIKes Maluku Husada. I.S., Vice Chair III of Student Affairs, explained the supporting and inhibiting factors as follows:

"Instagram is considered very potential as a promotional media for new student admissions because it aligns with the trends of young generations, most of whom are active users of this platform. The support from the publication and public relations team facilitates the creation of creative and educational content. The obstacles faced include limited human resources with digital marketing competence, audience reach that is not yet optimal, and uneven internet access in Maluku. Maintaining consistency in account management is also a challenge, but efforts are continuously made through evaluation and collaboration between student affairs, public relations, and active students." (Interview with I.S., June 3, 2025)

S.W. expressed similar views regarding supporting and inhibiting factors:

"I see that using Instagram is effective in expanding the reach of admissions information because it is widely used by young people. Features such as Story, Reels, and Live are utilized to display campus facilities, student activities, and testimonials attractively and in real-time. The challenges faced include the limited skills of the team in social media management and uneven internet access in remote areas, so information has not reached all prospective students." (Interview with S.W., June 5, 2025)

M.R.L. shared additional insights:

"From the perspective of publication and public relations, Instagram is effective as a promotional media because it is visual and quickly reaches the younger generation, supported by photo, video, poster, and testimonial content. Besides Instagram, promotions are also conducted through Facebook, TikTok, and YouTube. Obstacles include unstable internet connections when uploading large content or live streaming. The solution is to collaborate with students interested in media and design, and to conduct routine evaluations to improve content effectiveness." (Interview with M.R.L., June 14, 2025)

H.L. highlighted similar points:

"Instagram is effective as a promotional media because it is popular among prospective students and allows the upload of various engaging content such as posters, videos,

announcements, and registration information. Features like Story, Reels, and Live help attract attention, supported by the Public Relations team, lecturers, and students who help disseminate information. The main obstacles are the lack of dedicated personnel to manage content consistently and limited internet access in certain areas, which reduces information reach." (Interview with H.L., June 5, 2025)

Interviews with students as external informants further reinforced these findings. T.H. stated:

"Instagram is an effective medium for promoting new student admissions because many young people actively use it, it is visually appealing, easily accessible, and allows direct interaction. Promotion through Instagram helps prospective students obtain information about admissions at STIKes Maluku Husada quickly and in real-time without having to come to campus. Obstacles include limited socialization and active interaction from the admissions committee, as well as internet connectivity issues." (Interview with T.H., June 4, 2025)

S. added:

"Flexible class schedules, practical locations adjusted to work schedules, affordable tuition, easy payments, strategic campus location, and promotions by active students and alumni support the process." (Interview with S., June 4, 2025)

F. shared:

"I think it is already quite good, but not yet optimal. Sometimes content is rarely updated, and promotion is only active close to the registration period. If done more regularly, more people could know about this campus." (Interview with F., June 4, 2025)

Finally, D.N. and N.J. noted:

"Instagram effectively reaches prospective students because it is popular among young people, visually attractive, and the campus routinely posts student activities. The obstacles are that content can be monotonous and less engaging, often dominated by formal images without variations in videos or campus atmosphere visuals." (Interview with D.N. and N.J., June 4, 2025)

Observations indicated that Instagram has a positive impact on promoting new student admissions at STIKes Maluku Husada. Visual content and interactive features such as Story, Reels, and Live are actively used, successfully reaching and engaging the target audience. The high number of followers and active student involvement indicates that social media is effective as a communication and promotional tool. However, challenges remain, including inconsistent content management and limited human resources for managing the platform. The use of paid features is also not yet optimized, which limits the reach and effectiveness of promotion. Overall, the study confirms that Instagram has significant potential to support educational promotion, but maximizing results requires improved social media management, higher-quality content, and continuous digital marketing strategies. With better and more innovative management, this medium is expected to significantly increase the number of new student registrations.

Strategy for Utilizing Instagram as a Promotional Tool for New Student Admissions at STIKes Maluku Husada

Based on interviews and observations conducted with PMB administrators, campus social media managers, and students at STIKes Maluku Husada, the strategy of using Instagram as a promotional medium reflects a clear understanding of the importance of social media in

reaching young audiences. The study shows that STIKes Maluku Husada has positioned Instagram as the primary platform for promoting new student admissions. Instagram was chosen because the majority of prospective students are active social media users, particularly on Instagram. This aligns with the characteristics of today's youth, who are more attracted to visual content and information that can be accessed quickly. In practice, Instagram is used to convey important information regarding admission schedules, registration pathways, available study programs, as well as testimonials from students and alumni. The content is presented in the form of digital posters, infographics, short videos, and occasionally live sessions to answer questions from prospective students. This strategy is considered effective in creating an informative and communicative campus image. One of the strengths of using Instagram is the campus's ability to adapt communication style to the target audience. The use of a casual yet informative tone, combined with visually appealing graphics, makes the content easier for prospective students to engage with. Additionally, the campus utilizes Instagram's interactive features, such as Stories, polls, and Q&A boxes, to increase user engagement. Promotion is also conducted across other platforms, such as Facebook and TikTok, to complement Instagram's primary role.

However, the interviews revealed several challenges. One major issue is the absence of a dedicated professional team to manage social media content, which results in inconsistent posting schedules and slower responses to follower inquiries. Limited internet access in some areas also hinders the effectiveness of social media promotion. Despite these challenges, involving active students and alumni in promotion is a positive step. Students sharing their personal experiences on campus accounts or their own profiles provide a more personal and persuasive form of promotion. This collaboration not only strengthens the campus image but also builds public trust in the quality of education offered. Overall, the Instagram strategy at STIKes Maluku Husada demonstrates an awareness of the importance of technology adaptation in higher education. To maximize effectiveness, improvements in social media management, content consistency, and utilization of paid advertising features are necessary. With these enhancements, Instagram-based promotion is expected to become more targeted, far-reaching, and impactful on increasing student enrollment each year.

Supporting and Inhibiting Factors for Instagram as a Promotional Tool

The use of Instagram as a promotional medium for new student admissions at STIKes Maluku Husada is driven by several supporting factors that enhance the campus's digital outreach. One of the most prominent factors is the high usage rate of Instagram among young people, particularly the target audience of high school graduates. This makes Instagram a suitable channel to deliver promotional information directly to relevant audiences. Instagram also offers visual advantages. Features such as feed, stories, and reels allow the campus to communicate through visually appealing images, videos, and infographics. These visual features are highly effective in attracting attention and improving prospective students' understanding of information, such as registration schedules, available programs, and testimonials from current students and alumni. The campus also utilizes Instagram Live as a tool for real-time communication, which strengthens engagement and trust.

The platform's interactive and flexible nature is another supporting factor. Instagram allows two-way communication where the campus can directly engage with prospective students through comments, direct messages, or story-based Q&A sessions. This facilitates constructive dialogue regarding the admission process and strengthens the connection between the campus and its audience. Additionally, other platforms such as Facebook are used to reach alumni who help share PMB information, and TikTok live streaming is leveraged as a complementary promotional tool alongside Instagram. Despite these advantages, several inhibiting factors

affect Instagram's effectiveness. One major obstacle is suboptimal content management by the campus social media team. Inconsistent posting, both in frequency and quality, can lead to delays in delivering important information or failing to capture audience attention effectively. This is largely due to limited human resources, as social media managers often have additional responsibilities, preventing full-time focus on professional Instagram management. Limited interaction also poses challenges. Respondents reported that responses to direct messages or comments are not always prompt, potentially reducing interest among prospective students and prompting them to seek unofficial sources. Internet connectivity remains another critical barrier, particularly in some regions of Maluku, limiting Instagram's reach. To overcome this, the campus conducts manual promotions, such as direct visits and distributing brochures. Previous studies, such as those by Helmi & Dwi (2025), also examined social media's role, particularly Instagram, in increasing student enrollment interest. However, earlier research focused primarily on quantitative impacts on brand awareness and engagement, without exploring the detailed strategies or internal challenges of social media management. In contrast, this study uses a descriptive qualitative approach to analyze Instagram strategy at STIKes Maluku Husada in depth, including technical aspects like content creation, interactive feature utilization, and challenges such as limited human resources and underutilization of paid advertising.

Comparison with previous theories shows alignment in key aspects of social media effectiveness, particularly Instagram. According to Chris Heuer's 4C model (Context, Communication, Collaboration, Connection), visually engaging content and interactive features like stories and reels enhance engagement and create a positive promotional impression. This study supports the theory, showing that visual content and interactive Instagram features significantly improve attractiveness and effectiveness of promotions at STIKes Maluku Husada. Success factors for social media promotion also include consistent content management and well-organized human resources. This study found that high Instagram usage among prospective students, active student participation, and visually appealing content play a major role in successful promotion. However, differences arise regarding paid features (Instagram Ads). While theory suggests that paid promotions can expand reach and effectiveness, this study found that their use is not yet optimized, indicating a need for more comprehensive and sustained digital marketing strategies.

Conclusion

The strategy of utilizing Instagram to promote the Maluku Husada College of Health Sciences (STIKes) Admissions (PMB) was effective in disseminating information and building the campus's image. Visual content was created engaging and informative, utilizing interactive features (stories, reels, live), and involving students in the promotion, successfully reaching the majority of prospective students who are active on Instagram. Supporting factors included Instagram's popularity among students, the attractiveness of the visual content, and student and alumni support, which broadened information dissemination and built trust with prospective students. Challenges included an inconsistent content schedule, limited human resources, suboptimal interaction responses, and the limited use of Instagram Ads.

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