

## Education Marketing Strategy through Social Media at Khalifah Islamic Elementary School Palu, Indonesia



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**ABSTRACT:** This research discusses the use of social media in education marketing strategy at Islamic elementary level in Indonesia. The aims of this study are to describe the marketing strategy of education through social media and the effectiveness of using social media for education marketing at an Islamic school. This study used qualitative approach and the data was gathered through direct observation, in-depth interviews, and writing material analysis. The results of this study show that the use of social media for marketing strategy at Islamic Elementary Schools has integrated the management of marketing process, such as: planning, organizing, and determining social media. The social media has become the primary tool for Islamic education at elementary level in promoting the educational institutions to wider Muslim communities. The social media is considered as a very effective tool for new promotion strategy in current digital age. Muslim communities in Indonesia mostly use social media in daily life which can increase their access and interaction with Islamic education institution.

**KEYWORDS:** Social media, marketing, education institutions, Islamic education

### I. INTRODUCTION

The existence of educational institutions is very dependent on the interests of students as consumers. The competition among educational institutions is usually indicated by the facilities and infrastructure that support education. The institutions must have a strategy in order to be more advanced and interesting. One of these strategies is education marketing. Society always strives to create quality education. One of the efforts is to establish excellent and quality schools. As a result, many new schools have sprung up. These educational institutions positively impact society because more schools mean more options to choose from according to prospective students' wishes and abilities. The cost of education set is also increasingly competitive in each educational institution. On the other hand, for school managers, the emergence of many schools means it becomes a burden because there will be more competitors.

Competition in the world of education is inevitable. In order to maintain its existence, educational institutions are required to be able to promote their schools because good schools but not promoted properly will have an impact on the lack of recognition of these schools by the community and the minimum number of prospective students. Therefore, marketing is something that schools absolutely must implement.

Apart from introducing, the function of marketing in educational institutions is to build a good image of the institution to attract prospective students. For this reason, schools are required to carry out strategies in terms of school marketing in order to maintain and improve the quality of existing students. As referred to Law Number 9 of 2009, the establishment of a national education legal entity by implementing school-based management (Zaid, Pettalongi, & Nurdin, 2022). There are several definitions of marketing, including:

According to John R. Silber, quoted by Buchari Alma, education marketing is a process of offering quality intellectual services and character formation as a whole, with or without the help of physical products, to meet the needs of consumers (students) (Vargo & Lusch, 2004).

Meanwhile, the American Marketing Association (AMA) defines marketing as the planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals (Ringold & Weitz, 2007). The emphasizing values are being more accepted by society and stabilizing the existence and significance of schools in the eyes of society. Therefore, schools must strive to produce quality products and satisfying services supported by optimal promotion to achieve the expected results properly.

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In the industrial era 4.0, school competitiveness needs to be improved, not only from the aspect of educational institutions but also from the aspect of marketing strategy and implementation. The marketing strategy and implementation provide direction concerning variables such as market segmentation, market target identification, and marketing mix because improving the quality of education requires appropriate marketing strategy and implementation (Dadzie, Amponsah, Dadzie, & Winston, 2017). One of the educational marketing frequently used by educational institutions is distributing brochures, making pamphlets and visiting educational institutions where the prospective students are (Moogan, Baron, & Harris, 1999). Technological advances have been very rapid, and educational marketing strategies using social media have also begun to develop. Most people are already able to master technology, especially social media. This fact greatly supports an educational institution to utilize social media as a marketing strategy (Khan, 2013).

By implementing an education marketing strategy through social media, it is hoped that educational institutions will be able to market their schools and attract the interest of prospective students (Nurdin & Aratusa, 2020). Many users of educational services seek information, especially education, on social media such as Instagram, Facebook and WhatsApp, it is deemed appropriate to market educational institutions through social media in the current millennial era (Herminingsih, Nurdin, & Saguni, 2022).

Regarding education marketing strategy through social media, Khalifah Islamic Elementary School Palu, located at Munif rahman Street No.99A, Kabonena, Palu City, is a school that uses this strategy. At the beginning of the opening of registration for new students, the school promoted their school through brochures and visited educational institutions. As time goes by and technology develops, this school improves the quality of its marketing in the field of social media. Marketing education through social media is very successful in attracting the interest of prospective students, as evidenced by the increasing number of students enrolled every year. Based on the researchers' initial research, this school is redeveloping its marketing by creating social media accounts such as Facebook, Instagram, WhatsApp, and the school's website. These social media accounts are very effective in marketing education in this millennial era.

## II. LITERATURE REVIEW

### A. Education Marketing Strategy

Education marketing strategy is one way of introducing products (school) to consumers (students), and this is important because it will relate to the profits to be achieved by educational institutions. The marketing strategy will be optimally useful if supported by structured planning both externally and internally at educational institutions. Education marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing which provides guidance on activities to be carried out to achieve marketing objectives in educational institutions.

Every year, educational institutions organize new student admissions hence technical unit or information section on community service is needed, one of which is to handle publications and information on the acceptance of prospective new students (Nurdin, Agam, & Adawiyah, 2023). Of course, there are many ways to promote schools in this millennial era, such as through Facebook, Instagram, WhatsApp, school websites and other social media, making it easier for prospective students to dig up information about the school.

In an education marketing strategy, educational institutions must optimize their marketing methods by highlighting their eminence and creativity to attract the interest of prospective students to enroll in the school. Besides, it is mutually beneficial between the two parties. Marketing education through social media is highly needed in this millennial era to keep up with the times so that it can continue to exist and maintain schools in great demand by students (customers).

Education marketing strategy through social media is an application of marketing strategy in the world of education that uses social media as a tool for marketing an educational institution. It is more effective, especially in the millennial era, where the majority of people are more active in using social media as a tool to dig up information, including in the field of education. Social media as a marketing tool in the world of education in the 4.0 revolution era is a very appropriate choice because it is increasingly accessible to various groups, especially in the education sector.

The application of marketing in the world of education is to create satisfaction for education customers. When discussing satisfaction, it must be realized that satisfaction differs from one person to another, meaning it deals with several things. Strauss & Neuhaus (Stauss & Neuhaus, 1997) distinguish five types of satisfaction and two types of dissatisfaction based on a combination of specific emotions towards the service provider, expectations regarding the future performance capabilities of the service supplier, and behavioral intention to re-select the service provider concerned. Each type of the satisfaction is described as follows:

a. *Demanding customer satisfaction*

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Demanding customers satisfaction is considered as a relationship with service providers which are showed by positive emotions, especially optimism and trust. Based on past positive experiences, customers with this type of satisfaction expect that the service provider will be able to satisfy their increasing expectations in the future. Besides that, they are willing to continue a satisfying relationship with the service provider. As such the customers' loyalty will depend on the service provider's ability to improve its performance in line with the customer demands (Nurdin & Jannah, 2022; Ofori, Boakye, & Narteh, 2018).

### *b. Stable customer satisfaction*

There are customers who have passive aspiration levels and demanding behavior. Their positive emotions towards service providers are characterized by steadiness and trust in the current relationships, where they want things to stay the same. Based on the positive experience that has been formed, they are willing to continue the relationship with the service provider (Matzler, Hinterhuber, Daxer, & Huber, 2005).

### *c. Resigned customer satisfaction*

Customers of this type feel satisfied, but not as a result of meeting their expectations, but rather based on an unrealistic impression. Their behavior tends to be passive, and they tend not to be willing to make various efforts to demand improvements (Stauss & Neuhaus, 1997).

### *d. Stable customer dissatisfaction*

Customers are dissatisfied with the service provider's performance but tend to do nothing. Relationships with service providers are manifested by negative emotions and they assume that their expectations in the future will not be fulfilled, and do not see any opportunities for change and improvement.

### *e. Demanding customer dissatisfaction*

It is characterized by the level of active aspiration and demanding behavior. The emotional level of dissatisfaction raises protests and opposition. They actively demand improvement. Thus the satisfaction of customers or students is one of the results of education marketing.

The task of building charitable, moral and civilized human beings is covered by educational initiatives. Education aims to build a whole being as an independent person and at the same time as a dignified member of society. In essence, Islamic education emphasizes all these aspects and wants to realize all kinds of education because it is the education for everybody, including the mind and heart, spiritual and physical, as well as morals and skills (Palinge, Nurdin, & Rusdin, 2022).

## EDUCATION MARKETING THROUGH SOCIAL MEDIA CONTENT

There are several social media that are widely used by the community:

### *a. Instagram*

The development of various gadget technologies has transformed the internet as a form of education media (Nurdin, 2022). The essence of educational science is the science constructed in, developed, and applied to the world of education. The application of educational science is related to the development of science and technology but is still in line with the goals of education. Mass media enables anyone to publish and communicate anything, to anyone, from anywhere and at any time, as long as an internet connection is available (Nurdin, 2016; Nurdin, Stockdale, & Scheepers, 2013). Instagram was founded in 2010 by founded by Kevin Systrom and Mike Krieger. It was a startup technology company that focused on developing applications for mobile phones (Habibah, Asmawati, Fitriingsih, & Nurdin, 2021). Initially, Systrom and Krieger wanted to create an application that only focused on pictures. After several trials, they finally found an application that focused on pictures, comments and the ability to like a photo which was finally named Instagram.

Social media is the media used most by industries, organizations and institutions today. It is a communication medium that provides a new way of conveying and publishing messages relatively faster, cheaper and more effectively than conventional media. Instagram is a social media that can be used as a medium to share photos or videos about education marketing (Douglas et al., 2019). *Instagram* is a photo-sharing application that allows users to take photos, apply digital filters, and share them through various social networking services, including the *Instagram* application itself.

Instagram is a smartphone social media application that has almost the same function as other social media. The difference is that Instagram focuses more on taking photos and videos as well as sharing information with other users. The advantage of instructional video media assisted by Instagram compared to other social media is its attractiveness because it is equipped with illustrations or pictures, can be accessed anywhere and anytime, easy to use, and has unlimited users (Lam, Ho, & Chiu, 2023).

In the photo and video upload feature, Instagram users can select photos or videos from the gallery to be uploaded or album on their cellphones or directly use the camera available. The image or video can be edited to enhance its appearance. Users can upload a maximum of 10 photos at a time or a 30-second video.

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### b) Captions

Captions are descriptions for each uploaded photo or video. An interesting caption written by the user will interest followers in reading the entire caption.

### c) Comments

This feature is located at the bottom of the photo or video. Its function is to comment on each upload.

### d) Hashtags

*Hashtags* on *Instagram* are used to group uploaded photos or videos and facilitate other users to find the upload easily according to the desired image.

### e) Likes

The like feature allows *Instagram* users to like uploaded photos or videos by pressing the love sign at the bottom of the photo or video.

### f) Location tags

This feature allows users to pin the location of the uploaded photos. Online businesses can include a location when uploading it so that the photo can be identified by a certain area and searched using the pinned location.

### a.) Steps of education marketing through Instagram

*Instagram* is one of the social media that can be utilized to carry out education marketing promotions. To start marketing education through *Instagram*, the steps that must be implemented are:

1. Provide clear information
2. Apply interesting feeds
3. Create photo and video content
4. Regularly post educational marketing content
5. Make *Instagram* for educational marketing promotions

### b. Facebook

*Facebook* was first launched on February 4, 2004, by Mark Zuckerberg. It is a technological facility where users can socialize or interact in cyberspace. With this social media, users can find friends, send messages, save, and send photos and videos. They can access *Facebook* using a mobile phone only by sitting on the couch relaxing or whilst doing any activity. When a photo or video is uploaded, anyone who uses *Facebook* can see it. It will get *likes* and *comments* from them. *Likes* and *comments* are very influential in terms of business, especially positive comments about products or services.

## III. METHODOLOGY

This study uses a type of qualitative approach using a descriptive form. Qualitative research is a research process that is carried out fairly and naturally in accordance with objective conditions in the field without any manipulation (Askar, Pettalongi, & Nurdin, 2022). The type of data collected is mainly qualitative data. Qualitative descriptive research is a method of researching the status of a group of people or objects to make a descriptive, systematic, factual and accurate description of the facts or phenomena being investigated. In addition, this descriptive research seeks to describe and interpret what is there (the existing conditions or relationships, ongoing processes, ongoing effects and effectiveness).

This research was conducted at the Khalifah Islamic Elementary School Palu. The school was chosen because its educational marketing through social media is in accordance with this research. Besides, compared to several schools in Palu, Central Sulawesi, the researchers considered it a representation of a school with good educational marketing, which continues to progress every year.

This study uses qualitative methods. In qualitative research, the use of theory is only a guide so that the research focus is in accordance with the facts in the field (Nurdin & Pettalongi, 2022; Nurdin, Stockdale, & Scheepers, 2016). By applying a qualitative approach, the data is collected by interacting directly in the field. In other words, the implementation and the facts of mastery learning in increasing students' understanding of Islamic religious education subjects can be done through direct observation, in-depth interviews with informants, and reviewing various written documents.

The location of this research is Senior High School 2 Sigi regency in Indonesia. The reason the researcher chose the school was based on several conditions, including mastery learning that has been implemented at the school since 2015. Then the school has become a reference school for four other schools in Sigi Regency. Furthermore, the school is also the third-ranked school at the Central Sulawesi Province level in 2018 and has been accredited with an A rating.

### IV. RESULTS AND DISCUSSION

#### A. Implementation of Mastery learning

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The school principal and vice principal for student affairs stated that marketing strategy is the process of organizing and planning strategy and determining social media.

According to the school principal, planning the right marketing strategy can have a positive impact on schools, especially in attracting students who want to enroll at the Khalifah Islamic Elementary School Palu.

Regarding the media applied at the School in planning educational marketing, the following is his opinion:

In my opinion, education marketing planning through social media includes Instagram, Facebook, and WhatsApp as a medium for promoting educational marketing, because without proper planning our school may not develop.

The statement of the Vice Principal for Student Affairs was reinforced by the principal, who stated that he realizes that the development of social media was able to optimize opportunities for development. Following is the statement:

In my opinion, Instagram, Facebook, and WhatsApp are smartphone applications specifically for social media that have space of photo and video appearances to share with other users.

In this case, the school principal said that at Khalifah Islamic Elementary School Palu, organizing is an activity of dividing work among individuals involved in an organization in order to optimize social media use. The statement of the school principal as follows:

I said that organizing is a process of determining, grouping, and managing these various activities, providing the necessary tools to achieve goals, and placing people in each activity. Someone becomes an admin in spreading social media on smartphones for the convenience of education marketing.

The education marketing strategy is the process of planning, setting goals and marketing carried out by educational institutions to satisfy consumers in the education sector. As the results of interviews with the Principal of Khalifah Islamic Elementary School Palu are as follows:

In my opinion, the education marketing strategy is the process of planning and setting goals as well as implementing education marketing carried out by an educational institution to attract consumers' interest so that these consumers can enter the field of education, especially in this school itself.

The opinion regarding the education marketing strategy was also expressed by ArifRahman Hakim, S.Pd as deputy head of Student Affairs at this school, as follows:

In my opinion, the education marketing strategy is a strategy carried out by educational institutions to market their schools so that they are known by the community and attract public interest in the field of education.

Based on the opinion of the school principal and deputy head of student affairs, marketing strategy is a process of marketing activities that has planning, objectives and marketing implementation to attract public interest in education.

According to the deputy head of Student Affairs, the right marketing strategy can positively impact schools, especially in attracting students who want to enroll at Khalifah Islamic Elementary School Palu, evidenced by the increasing number of new students each year. Following his opinion:

In my opinion, marketing education through social media is very important, because without the right strategy, our school will probably not develop to this level, especially in terms of the number of prospective new students, which increases by 5% to 10% every year.

The statement by the Deputy Head of student affairs was reinforced by the principal, who stated that the number of prospective students increased by implementing marketing through social media. The following is the statement of the principal:

The increasing number of students with education marketing strategies through social media has been proven by the school. The schools generally understand to use or apply their marketing by using brochure promotions and visiting other schools. However, in 2016, our school tried to market the school via social media, starting with Instagram, Facebook, and then WhatsApp.

In determining the right education marketing strategy, the role of marketing mix theory cannot be separated. Because in marketing mix theory, there are several points that can be used as a basis for achieving marketing targets. Likewise, what was done by Mr. Arif Rahman Hakim as the Deputy Head of student affairs at Khalifah Islamic Elementary School Palu. He explained that even though his party had yet to use the marketing mix theory officially written on paper, he acknowledged that what the school had done in terms of school marketing was in accordance with the marketing mix theory. The following is the statement from the Vice Principal of Student Affairs:

In writing, I cannot confirm yet, but indirectly what we are doing is in line with and in accordance with the existing marketing mix theory, for example, including the school's location, achievements, and facilities, all of which are summarized in the school

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profile available on brochures, websites and social media accounts owned by the school. We try as much as possible so that our school is in demand by the community, especially prospective new students.

In marketing an educational institution, steps must be taken to attract prospective students or the local community. Mr. Mulyadi Slamet, the social media admin, said that the steps taken by the school were by utilizing student guardians, alumni, and several social media accounts. The following is a statement from Mr. Salim:

The strategy we are implementing to market the school is through the guardians of students and alumni. The one we are currently trying to optimize for a few years is through social media. The existence of social media is very helpful for the marketing process in the community. So, it is not just a talk but can be proven through existing social media accounts. Apart from that, we continue to use pamphlets and brochures as a form of our endeavor. Agreeing with Mr. Mulyadi Slamet, the school principal said that in the marketing process, Khalifah Islamic Elementary School Palu is also using social media, print media and alumni.

The following is the principal's statement:

Our marketing strategy remains the same as the school's marketing strategy in general, using print media such as brochures. The only difference is that we also use online media such as Instagram, Facebook, and WhatsApp as a means of media promotion for our school. There is one more way that I think is also quite good, that is through alumni.

A teacher told some of the processes of preparing the marketing strategy carried out by Khalifah Islamic Elementary School Palu, starting from the process of forming a committee, setting targets, determining marketing costs, and the promotion until new students' admission process. These will be discussed at the PPDB (New Student Admission) meeting. Here is the statement:

We have a PPDB committee meeting before every new student admission process to form a team and share tasks related to school marketing. At the meeting, everything will be discussed, starting from forming a committee, setting targets, determining marketing costs, and the promotion process to the admission of new students. Everything will be discussed there later.

The principal also stated that he was the main person in charge of the program.

I am the main person in charge. Then, I have the deputy head of student affairs and the school's social media admin form a team as the committee for new student admissions (PPDB). In this case, there is no division of organizational committees. All are in for the work so that they do not depend on each other to do the work but instead reinforce each other.

In the process of determining the target market carried out by the school, the vice principal of student affairs said that several steps were taken, one of which was identifying the problems and obstacles encountered in the previous year's marketing process. Here is the statement:

We identified last year's marketing process as an instrument to increase targets, such as why last year's new student applicants dominated only from Palu. So the following year, we are trying to improve our target of achievements so that new students who register are not only from Palu but also from outside of it.

At the interview stage, he also said that the success rate of the marketing strategy implemented by the school could be seen from the increase in the number of new student applicants each year. Here is the statement:

In my opinion, the number of applicants every new school year reflects how successful the marketing process that our school has carried out is. If the number of registrants increases from the previous year, it is considered successful. On the contrary, if not, it means that our strategy is not successful. Thank God, every year, our school has increased in it.

The school principal, added that the increase in enthusiasts from outside Palu was also one of the measures of the school's success rates in marketing the school. Here is the statement:

It can be seen from the number of prospective new students and the number of enthusiasts from various regions. For example, this year, there are quite a number of prospective new students from outside Palu.

A student at Khalifah Islamic Elementary School Palu, stated that social media was very helpful and very good to use as an education marketing medium. As stated:

I think the existence of education marketing through social media is very helpful in introducing schools. Especially in this digital era, schools should be able to compete in terms of marketing education so that schools continue to exist and be known in the future, both regionally and nationally.

Strategic location placement also greatly influences the interest of the community and prospective new students. So does access to the school location and the amenities at the school location. Mrs. Rosmayanti said that the location of Khalifah Islamic Elementary School Palu is very strategic, access to schools is easy to reach, and the location itself is very convenient for the teaching and learning process. Here is the statement:

In my opinion, it is very strategic, because the school's location is in the city center, yet not too crowded so students can focus on participating in learning. Highway access is also very easy to reach. So it is not difficult to get to the school location.

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Based on the opinions above, it can be concluded that the education marketing strategy is an activity process designed to plan an education marketing process, starting from determining promotions to the process of implementing education marketing that can attract and satisfy customers in the education sector.

As conveyed by another participant, the social media admin, regarding the development of the marketing strategy used by Khalifah Islamic Elementary School Palu, initially, it is only by using brochure media and visiting other schools as a school marketing medium. However, with the development of the digital era, schools are now utilizing social media as one of the marketing media. As stated by the school operator, as follows:

From the time this school was founded, the education marketing used traditional methods, using only brochures, banners, and alumni. Since 2017, we have started using Facebook as a new medium for our marketing media. Then in the same year, we got a new alternative for marketing media via Instagram. In early 2018, we also added marketing media through WhatsApp. Until now, we continue to develop and market our school through existing social media accounts as a form of our endeavor to attract the public's interest in sending their sons/daughters to our school.

### **The Impact of Education Marketing through social media on the number of new students**

In the implications of the effectiveness of marketing education through social media, prospective students are obtained. The same applies to the Khalifah Islamic Elementary School Palu, which markets its school through social media. Mulyadi Slamet as the admin at the Khalifah Islamic Elementary School Palu, conveyed its influence towards the prospective students the school got. The following are the results of the interview:

All social media we use are very influential, especially as school information media. WhatsApp as a universal information medium about schools is very helpful in marketing, especially in the field of education. We also use Facebook and Instagram as photo and video-based information media.

The deputy head of student affairs also expressed similar opinion. Here is his opinion:

Using social media as education marketing makes its reach wider in marketing schools, and disseminating school information becomes easier. The public can see concrete evidence from our school in the form of videos and photos on social media accounts that we use as a marketing tool.

In terms of education marketing through social media, there are many challenges. Especially in the digital era like today, many schools, both public and private schools, use social media as a marketing tool. As stated by the Deputy Head of Student Affairs at Khalifah Islamic Elementary School Palu regarding the challenges of education marketing through social media:

Talking about education marketing through social media, it certainly does not escape from many challenges. The first challenge is the response of the community and prospective new students towards the marketing content shared through social media, that is, how to make them notice, respond well, and be determined to enroll in this school. The second is the competition among schools, especially in Palu itself, since many schools already use social media as a marketing tool for both private and public schools. Therefore, we continue to strive and make as much effort as possible to make our school acknowledged by the whole society, both outside and within Palu. In the marketing world, competition always exists, and our school continues to make updates through social media as a marketing tool.

The effectiveness of education marketing through social media can be seen through the new students who enroll because they find the profile of Khalifah Islamic Elementary School Palu through social media. Here is the statement:

At first, I was confused about which school to go to. Then, there was a teacher who offered Khalifah Islamic Elementary School Palu. I found the pamphlets and brochures distributed via Facebook, and finally, my child enrolled on this school.

From the explanation above, it can be seen that the marketing of education by Khalifah Islamic Elementary School Palu is frequently done. It is indicated by the increasing recognition of the school by the public and prospective students. With the marketing of education through social media, it is considered very helpful to market the schools so that they will be known to people from the lower middle class and upper middle-class people. The increase in the number of new students and the recognition of the school by various groups of people certainly must be connected to the education marketing strategy through social media. The effectiveness seen at the Khalifah Palu Islamic Elementary School itself is very good, as evidenced by the increase in enthusiasts who enroll the Khalifah Palu Islamic Elementary School.

Social media has a massive influence in the world of marketing, especially in the field of education. Schools can market their schools through any social media they want to use in the marketing process. The Khalifah Islamic Elementary School Palu uses social media including Instagram, Facebook, and WhatsApp.

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With marketing through social media, this school is able to compete at both regional and national levels because the school can show the achievements that have been achieved as well as the descriptions and pictures of the school, which is expected to attract the interest of prospective new students to enroll at Khalifah Islamic Elementary School Palu.

Then, the use of social media as a marketing tool is considered very effective in the educational marketing process. Apart from not being too complicated, marketing through social media can be done at any time without having to wait for the new school year. In essence, marketing education through social media has very important implications for schools, especially Khalifah Islamic Elementary School Palu, which has used social media as a marketing tool and gets a good impact from it in the field of education (Jumahir, Nurdin, Pettalongi, Fitri, & Aftori, 2023).

### V. CONCLUSION

Education marketing strategy through social media at Khalifah Islamic Elementary School Palu uses the educational marketing mix approach, commonly known as planning, organizing, strategy, and determining social media. For the marketing process, social media has been used as the school marketing medium. The social media used are Instagram, Facebook and WhatsApp.

The influence resulting from marketing education through social media is evidenced by the increase in the number of students each year from 5 to 10%. The school was recognized by the wider community both within and outside the city of Palu by marketing education through social media. Parents/guardians of students register their children at Khalifah Islamic Elementary School Palu after seeing the school's profile through social media. Moreover, with the marketing of education through social media, schools are able to compete with other schools, especially in the field of education marketing.

Through the marketing of education through social media, this school is able to compete at both regional and national levels because, with it, the school can show the achievements that have been achieved as well as the descriptions and pictures of the school, which will be to attract the interest of prospective new students to enroll at Khalifah Islamic Elementary School Palu.

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