

# Social Media Activities Evaluation for Universities in Indonesia



Yohannes Kurniawan, Tiffen Aan Chandiono, Andrew Suryadi, Dennis Viermanto

**Abstract:** *Social media is a tool for connecting between many people around the world. And many universities using social media especially Facebook. In Indonesia, the universities now starting to use social media as a marketing tool to attract prospective new students. The purpose of this study is to find out the habits of social media users at universities in Indonesia and to find out why they are often active on social media. We used qualitative method to analysis the current activities in social media of universities in Indonesia. And we choose five universities as sample for this research, that we selected random from top 10 universities ranking in Indonesia, criteria by QS. Therefore, the analysis of this research was carried out using the Netvizz platform to find out the importance of Facebook social media activities to attract the interest of prospective students. At the beginning step of this analysis is to enter the ID of the Facebook number, where the ID is required to be entered into the Netvizz platform. So, based on the results of this analysis can be seen the activities of university users on Facebook.*

**Keywords :** *Analysis, Marketing, Social Media, Universities.*

## I. INTRODUCTION

Social media is a current way that help the people to share their mind, create connection and relationship, find the advice, and offer idea [1]. And this new era, people using the internet technology and especially the social media as a tool to create the competitive advantage for their business, so they can compete with their competitors using this tool. The company can use the social media as a modern strategy marketing to engage the existing and new customers (Nanji, 2015). And by the the tremendous change of information technology, it will change the company business model, so they can create new business by using technology, so it's possible for the company to change the traditional business process [2]. The rise of social media has become a special trend in the lives people at Indonesia, it's become a routine activity that must be done every day [3].

Social media is the new concept, that we can defined as a information technology-based application that allows the people to make and share the information [Kaplan and Haenlein, 2010]. In other definitions, social media is described as a platform, so the user of this application can connect and communicate with each other, and they can create and share the content with the other users, and they can use it for business purpose also, e.g. marketing and advertising of their products or services, so it's become the tools for entrepreneurs and companies [4].

Now the people doing the marketing activities with the new way, they can use the social media application as the new tools to connect, interact, and engage with their existing and potential customer (Elliott, 2013; Hansen, Shneiderman, & Smith, 2011). The fact showed the company used the social media as a main communication channel for the marketing purpose [5]. Higher education is an arena for the formation of new human beings to produce generations that have personalities and scientific competencies according to their fields [6].

In Indonesia, there are more than 1,000 universities which are based on PDDIKTI data on February 15, 2018 that universities in Indonesia have as many as 4,586, which are the sum of 400 state universities and 4,186 private universities [7]. The increasing number of universities causes business competition among universities, especially through social media [8]. And now it can be seen by the increasing of social media user numbers. The growth of the social media in the world reflected by the rise the number of social media users in a relatively short time.

By using the right and good marketing strategy, it can be attracting prospective students quickly and precisely. [9] Creating and sustaining brand loyalty has been the prime concern of marketers since a very long time. Brand loyalty is important as it is considered to be the utmost state of relationship and level of identification that a customer can engage with a brand (Keller, 2008).

The marketing activities can be done using social media such as Youtube, Line channel, Facebook, Instagram and so on. Because now the world has entered the digital era, so that everything will be easily accessible using digital technology such as social media platform. The fact showed to us of the Facebook as the most popular social media platform in the world, it has more than 1.4 billion number of users, so we can said the fifth position in the world by the number of population, and we can see the world like a small village from facebook. So we can connect, interact and share information easily anytime and anywhere without boundaries [10]. From the data quoted by KompasTekno on We Are Social (2018), Indonesia social media accounts for the fourth largest number of Facebook users globally. Until January 2018, the number of Facebook

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**Fig. 1. We are a social list of countries with the most Facebook users. [11]**

users from Indonesia reached 130 million accounts with a percentage of six percent of all users [11].



**Fig. 2. Ranking of the Top 10 Universities in Indonesia. [12]**

Software Analytics refers to specific analytics for software system domains by considering source code, static and dynamic characteristics (for example, software metrics) and processes related to their development and evolution. The aims are to describe, monitor, predict, and improve the efficiency and effectiveness of software engineering throughout the software lifecycle, especially during software development and software maintenance. Therefore, based on the explanation above, the author conducted an analysis using software analytics in order to conduct research on social media accounts. In this research the authors conducted a study using the Netvizz platform for several universities that were ranked in the top 10 in Indonesia [12]. The Netvizz is a software that we can use to getting data from the group, pages,

or the personal data in facebook. And we can use the output of this application for analysis purpose using the

## METHODS

The method form: "Behavior social media users" used as follows:

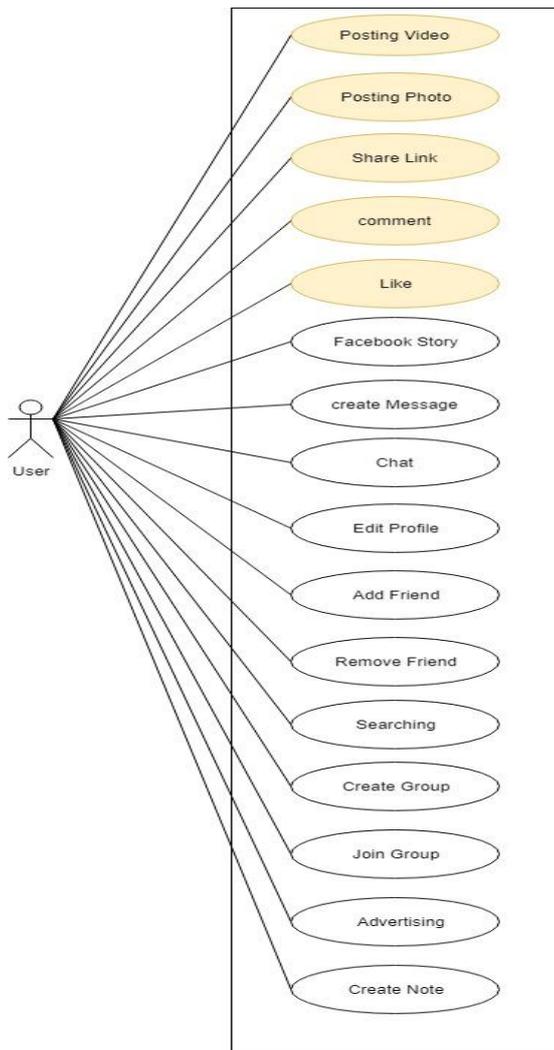
1. Identifying research objects: Create the object of our research first is to be able to identify the problems obtained from the literature study and information from the previous studied.
2. Data collection: this stage is collecting data obtained from the Netvizz software that contains a graphical display.
3. Data management: after obtaining the data obtained will be processed to be analyzed in order to get conclusions and answers to be explained.
4. The results of data analysis: the results of processing data through various processes that have been carried out by the author related to the theoretical framework.
5. Conclusions and suggestions: the results of conclusions and suggestions will be explained from the results obtained by netvizz.

The method of data collection in this research was carried out by analytic software: Netvizz, where the results were based on data based on netvizz, so as to get the total number of posts, shares, reactions and comments. Where the purpose is to obtain the data depicted with graphic images in which there are nodes which include: post, photo, link and video. Furthermore, the data in this research is carried out by literature with the aim of studying theories relating to this research. Furthermore, the author can see the results of various kinds of reaction, share, posts and comments obtained from: post, photo, link and video.

## II. RESULTS AND DISCUSSION

This journal uses double-blind review process, which means that both the reviewer (s) and author (s) identities concealed from the reviewers, and vice versa, throughout the review process. All submitted manuscripts are reviewed by three reviewer one from India and rest two from overseas. There should be proper comments of the reviewers for the purpose of acceptance/ rejection. There should be minimum 01 to 02 week time window for it.

The results of our research are using software netvizz. Where the results already have a statistical count to compare how many posts, share, reaction and comment. Research conducted on the five universities (top 10) in Indonesia.



3. Usecase Diagram about Facebook

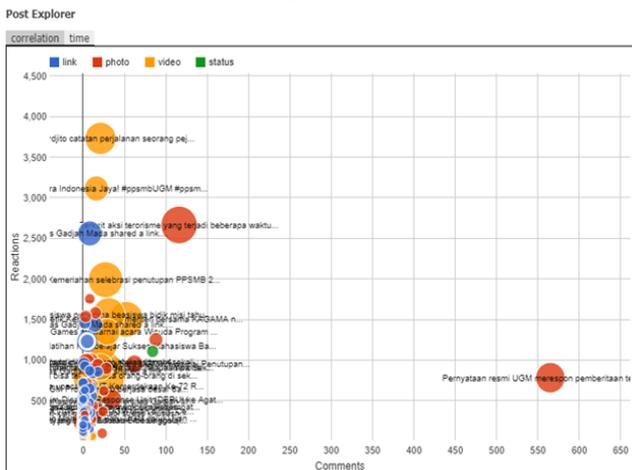


Fig. 4. University of X graph display by Netvizz

On the usecase diagram above (figure 3), we conducted the research on the orange color features. Because in these studies analyzed the marketing activities related: posting photos/videos, share links, comment and like [13]. To find out how often active on social media marketing in facebook.

Nodes are the colored symbols, and each color has its own info. Each node has a different size and the node size indicates the most share. The following are the results of

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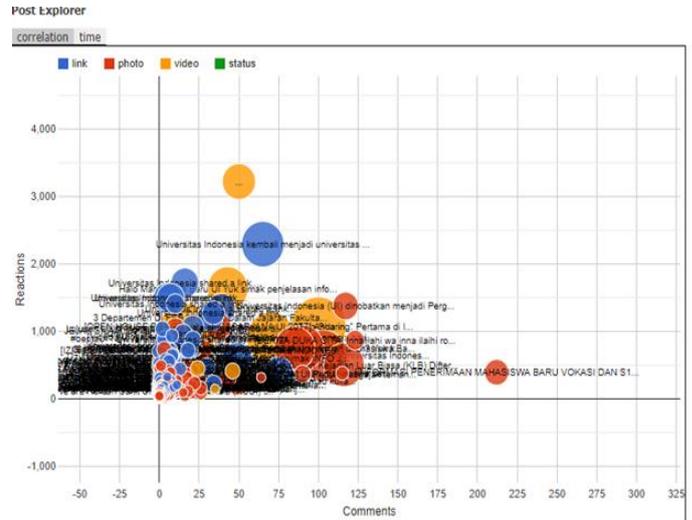


Fig. 5. University of Y graph display by Netvizz

using the Netvizz software which is summarized into the five universities (random selected). University of X focuses on the content of "Photo", because with photos can make facebook users easily to understand (the visual display that makes it easy for students / Facebook users to understand the information conveyed), see figure 4.

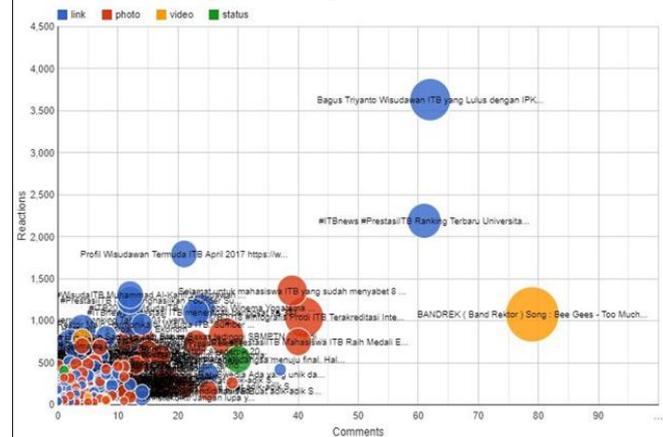


Fig. 6. University of Z graph display by Netvizz

The university of Y focuses on "Link" (Figure 5), because here there are many links that connect to other pages that contain information - achievements, lecture information, motivation and others. In the graph, university of Z official account (Figure 6), the administrators create many posts with the highest number of posts: Link, Video, Photo and status. It looks like in the graphic image that is with the most blue nodes, so the Facebook of Z university account focuses on the "Link" post.

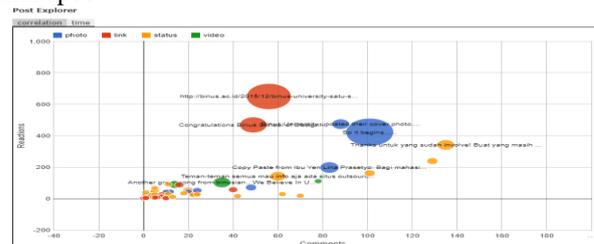


Fig. 7. University of AA graph display by Netvizz

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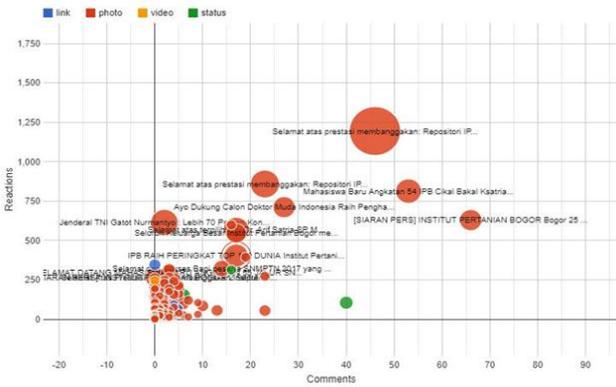


Fig. 8. University of BB graph display by Netvizz

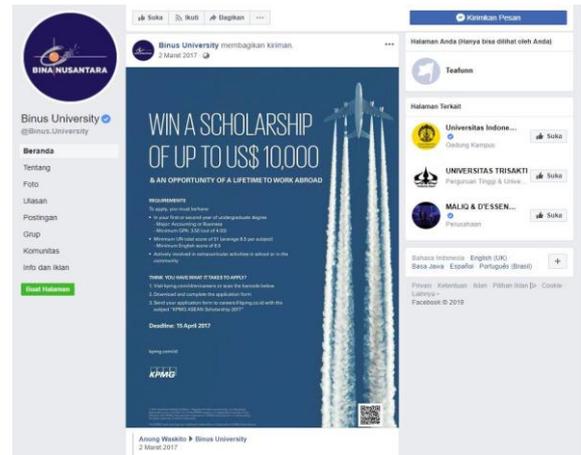


Fig. 11. page of Bina Nusantara University facebook account.

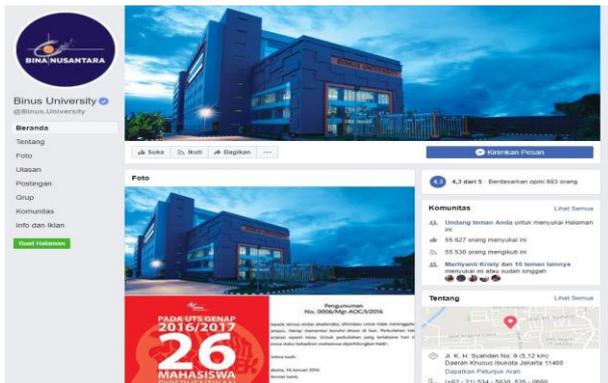


Fig. 9. Home page of Bina Nusantara University Facebook account.

The university of AA (figure 7) focuses on the Red node "Photo", because here it contains photos in the form of information related to universities, general information, student information, as well as the achievements obtained by the university. BB University focuses on "Status" (figure 8), because on this social media account, BB university provides information related to lecture information, motivation, seminar information and job information, so that university social media accounts are more active and increase productivity.



Fig. 10. page of Bina Nusantara University Facebook account.

This is the user interface of the BB University (facebook account) see figure 9. The figure 10 below is an example of a post made by the BB official university account where the information and images are explained to make it easier for users to understand it.

## III. CONCLUSION

The results of this study are used to aim to analyze social media posts such as the number of shares, reactions, comments and likes. So, it runs out can be determined for marketing strategies. The target of this research is to find out the habits that Facebook users normally do on the university's official Facebook account from viewing reaction, share, comment and like. From this research conducted on several the best universities in Indonesia using Facebook and Netvizz. The most activities results related the marketing strategy by five universities in this research are to upload photos of university activities. Because in the photo already contains information so that the user can immediately understand. So, the main activities to engage of potential student of universities is by posting the photos of university activities via social media, esp. facebook.

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