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Improve School Promotion Through Persuasion Texts on Social Media

Sindy Monika[1], Dewi Kusumaningsih[2], Reni Kusmiarti[3], Ira Yuniati[4], Eli Rustinar[5]

[1][3][4][5] Prodi Pendidikan Bahasa dan Sastra Indonesia,
Universitas Muhammadiyah Bengkulu, Bengkulu, Indonesia
[2]Prodi Pendidikan Bahasa dan Sastra Indonesia.
Universitas Veteran Bangun Nusantara, Sukoharjo, Indonesia

Corresponding Author: [2] Sindymonika28@gmail.com

Abstract

Improving school promotion with persuasion texts on social networks is a strategy that can have a positive impact on student interest. The purpose of this study is to explain the increase in choosing schools in SMP Negeri 14 Kota Bengkulu. This research uses qualitative descriptive method, this research was conducted at SMP Negeri 14 Kota Bengkulu. This data collection was carried out through observation techniques by coming directly to SMP Negeri 14 Kota Bengkulu schools, conducting in-depth interviews with survey subjects, namely appointed teachers and documentary surveys in the form of photo or video documentation. The use of social media such as Instagram has proven effective in increasing students' interest in school. The use of social media as a sales promotion tool has also proven effective in increasing sales as well as proven effective in increasing sales of online store products. In education, the use of social media as a recruitment tool has been shown to have a significant impact on student engagement.
Keywords: School Promotion, Text Persuasion, Social Media

Introduction

School promotion can be interpreted as an effort to introduce a school to prospective students or parents of prospective students in order to attract attention so that later they can become students of the school or parents of students. Students introduce the school to their children. This student achievement should be used to support school promotion at the national level achievement should be used by schools as a means to improve their brand image, but this has not been utilized optimally by schools. (Nania Nuzulita et al., 2022). School recognition and promotion apps can help potential new students better understand the school's information in its promotions and programs.(Sari et al., 2022). It is very important to promote products with applications that are trending at the moment. Therefore, in this community service activity, a training

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program entitled The Use of Canva Applications for Product Promotion and Graphic Design in Islamic Boarding Schools will be given based on the spirit of entrepreneurship.(Fenty Fahminnansih, Endra Rahmawati, 2021) The promotion will provide information in the form of new knowledge about school details illustrated with pictures and descriptions. This information will be processed based on the experiences they gain from themselves and from others. (Gusdiandika &; Sinduwiatmo, 2016). Service partners have limited skills in making learning videos with limited equipment for teachers and school promotion personnel within the scope of school learning media and school learning media.(Mukaromah et al., 2022).

In reality, lack of personnel, limited presentation time, lack of preparation by the promotion team, e.g. communication between personnel, irresponsible personnel.(Gusdiandika &; Sinduwiatmo, 2016). But unfortunately, personnel who do not attract students' attention are the targets of promotion.(Fenty Fahminnansih, Endra Rahmawati, 2021). Lack of knowledge and marketing strategy There are shortcomings and errors in the school's marketing knowledge and strategy, which can affect the effectiveness of promotion.(Nania Nuzulita et al., 2022). Limited reach of promotional methods, such as the use of brochures may have a limited reach, so they do not reach the largest target audience.(Mukaromah et al., 2022).

Text persuasion is one of the results of writing skills that influence readers and is often found in advertisements. It can be concluded in persuasive text is a text that has the ability to influence and persuade readers to follow the message contained in the text they read.(Saputri et al., 2020). The persuasion text was chosen because it is very suitable for learning whose concepts tend to encourage and influence students to be aware of natural ecosystems through various forms of material both photos and videos available on ecological media.(Wahidah et al., 2022). For this learning video, teachers can do to overcome sentence writing errors in persuasion texts when carrying out online learning.(- et al., 2022). The emphasis is placed on developing students' analytical skills because some students with PDD-NOS are able to read texts well but have difficulty analyzing them.(Jessica Elizabeth Kwee et al., 2022). The persuasion text was chosen because it is quite relevant to research that has a concept that is more likely to invite and influence students to have concern for natural ecosystems through various forms of documentation, both photos and videos, contained in ecocentric media.(Wahidah et al., 2022).

In fact, persuasion texts are still not able to be achieved by many students, especially if it is related to producing texts, students' abilities are still relatively low. One of them is in local wisdom as a form of wealth from elements of traditionality.(Setiawan et al., 2022). Ecocentric media in the form of documentation, both photos and videos that are relevant to the ecosystem, and equipped with various philosophical values that it has.(Wahidah et al., 2022). Persuasion texts that are only found on social media platforms have a limited reach, so persuasion text messages will not reach everyone.(Fatmawati et al., 2022). Persuasion texts may not always be effective in influencing the reader's attitudes and behavior, especially if they are not well structured or supported by strong arguments.(Sakbanita et al., 2019).

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Social media is a term often used to refer to a new form of communication that involves interactive participation (Manning, 2014). With the advent of digital and mobile technology, large-scale interactive has become easier for individuals.(Khansa &; Princess, 2022). To increase knowledge and understanding of the importance of social media marketing in increasing the income of entrepreneurs, in this case MSMEs. The implementation stage begins by providing knowledge about the importance of implementing marketing digitalization. Introducing social media marketing into the practice of using advertising media and community marketing media.(Aisyah &; Rachmadi, 2022). Often the development of technology, social media used by the community is not just for interaction or communication between users. Sosail media is used by businesses to influence consumer purchasing decisions.(Sanjaya &; Budiono, 2021). In this modern era, advances in communication technology have penetrated into human life. One form of advancement in communication technology is new media or digital technology which then gave rise to social media.(Alim &; Rahmawati, 2021). The language used by millennial teenagers today is often used directly when using social media. The concept of language is a tool to create internal expressions that speakers want to convey to others (Chaer, 2009: 33). (Fitriah et al., 2021).

In fact, social media as their lifestyle and there are negative and positive impacts from the use of social media.(Sakbanita et al., 2019). One of them is Instagram, of course, Instagram has a positive and negative impact on its users and the impact that can affect the lifestyle and ethics of teenagers.(Khansa &; Princess, 2022). The use of social media can limit the information that can be disseminated, which may result in the dissemination of untrue or inaccurate information.(Lailatul Fitriah, Ayu indah, Karimah, 2021). Excessive use of social media can lead to addiction, waste a lot of time, and interfere with daily activities.(Li et al., 2021).

Method

This research uses qualitative methods, according to Moleong (2017: 6) qualitative research is research that intends to understand the phenomenon of what is experienced by research subjects such as behavior, perception, motivation, action and others holistically and by way of description in the form of words and language, in a special natural context by utilizing various natural methods. Data collection techniques are by means of documentation techniques, observation techniques, interview techniques and questionnaire techniques.

Results and Discussion

To improve school promotion through persuasion texts on social media, Based on the results of research as follows:

1. The use of social media is considered more effective than conservative media such as brochures, pamphlets and banners. Schools can utilize various social media platforms such as Instagram, Facebook, Twitter and YouTube to promote the school and interact closely with prospective students and their parents.
2. Creating an informative and engaging school website is also an important step. The school website can be a virtual information center that is always updated and can be accessed at any time.

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3. Quality content creates engaging and informative social media content such as photos, videos and articles that directly or indirectly demonstrate the selling point of the school. The content can give a positive and pleasant impression to prospective students and their parents

Based on the results of research, social networks are suitable promotional media to promote schools so that people know about the school. Social media such as intagram, twitter and youtube can be utilized to promote schools and interact closely with prospective students and parents. In addition, creating an informative and attractive school website is also an important step in promoting the school. Word of mouth is an effective technique by distributing brochures and flyers to prospective students and their parents, as well as installing billboards and posters in strategic locations. By implementing this strategy, schools can increase promotion through social media, reach more prospective students and build a positive image of the school.

Persuasion sentences or text writing that students use on social media

The use of language in social networks can vary according to context and usage. Some students used slang, sarcasm and mixed language on social media. It is influenced by the technology itself, culture, regional languages and the uptake of foreign languages by other social media that affect national languages. Social media also presents new forms of language as a modern communication tool. In the context of learning, social media such as Instagram can be used to learn to write simple sentences. Variations in junior high school students' Instagram social media language use also include formalities, so students' use of social media language can include different forms of language depending on the context and purpose.

Characteristics of persuasion texts that appear in promotion on social media

Persuasion texts for social media have several functions, such as:

1. Multimedia: Social media promotion often involves the use of text, audio, video, images and graphic design to attract the attention of consumers.
2. Openness and participation: Social media encourages feedback, participation, comments and information, enabling communication between brands and consumers.
3. Targeting: Digital promotional media allows you to target specific audiences based on certain interests, behaviors and characteristics, thus making promotion more effective and efficient.
4. Flexibility and adaptability: Digital promotional media offers flexibility in choosing online platforms and channels that suit promotional needs. As well as the ability to adapt to changing trends and consumer preferences.

With these features, social media promotion can be an effective tool to influence and lure consumers to buy products or use the services offered.

Conclusion

From the results it can be concluded that promoting schools on social media with persuasion texts can be an effective way to attract the interest of prospective students. Social media allows for more targeted and effective targeting of the right audience. Social media promotional texts have several characteristics, such as the use of multimedia, openness and participation, right on target, and flexibility and adaptability of persuasion text writing skills. Therefore, multiplying school promotion with persuasion texts on

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social media can be an effective strategy to increase the interest of prospective students and increase the reach of school promotion.

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