Promotion Management Strategies In Early Childhood Education In The Digital 5.0 Era

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Abstract

Keywords:
strategy, digital, promotion, early childhood

In today's digital era, the development of information and communication technology is inseparable. Most people have followed the development so that the need for quality education services has increased. Promotion using digital media is a form of online marketing communication that utilizes the internet network to disseminate information and convince customers to accept, buy, and keep using the products of a company or service. The main purpose of this article is to provide a comprehensive overview of how schools conduct promotions in the digitalization era by utilizing social media to introduce themselves to the public. The research method used is literature review. Types of digital marketing that can be applied in educational institutions to attract public interest are websites, search engines or search engines are certain types of websites that create databases with a list of all websites that can be accessed online, paid advertisements, promotion through social media, and email. Promotion management is very useful for developing and disseminating information about educational institutions, and can increase the number of students' interest, the spread of information is widespread, making it easier for parents and prospective students to easily access information, especially social media is very utilized in this day and age, to facilitate the dissemination of information in educational institutions.

Abstrak

Kata kunci:
strategi, digital, promosi, anak usia dini

Di era digital saat ini, perkembangan teknologi informasi dan komunikasi tidak dapat dipisahkan. Sebagian besar masyarakat telah mengikuti perkembangan sehingga kebutuhan akan layanan pendidikan yang bermutu pun semakin meningkat. Promosi menggunakan media digital merupakan salah satu bentuk komunikasi pemasaran daring yang memanfaatkan jaringan internet untuk menyebarkan informasi dan meyakinkan pelanggan agar menerima, membeli, dan tetap menggunakan produk suatu perusahaan atau jasa. Adapun tujuan utama artikel ini adalah memberikan gambaran komprehensif tentang bagaimana sekolah melakukan promosi di era digitalisasi dengan memanfaatkan media sosial untuk memperkenalkan diri kepada masyarakat. Metode penelitian yang digunakan yaitu literature review. Jenis Pemasaran digital yang dapat diterapkan di lembaga pendidikan untuk menarik minat masyarakat yakni situs web, mesin pencari atau search engine adalah jenis situs web tertentu yang membuat basis data dengan daftar semua situs web yang dapat diakses secara daring, iklan berbayar, promosi melalui sosial media, dan email. Manajemen promosi sangat bermanfaat untuk mengembangkan dan menyebarkan informasi mengenai lembaga pendidikan, serta dapat menambah jumlah minat peserta didik, penyebaran informasi tersebar luas, memudahkan para orang tua serta para calon peserta didik mudah mengakses informasi, terlebih media sosial sangat dimanfaatkan pada zaman sekarang, guna mempermudah penyebaran informasi yang ada di lembaga pendidikan

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INTRODUCTION

In today's digital era, the development of information and communication technology is inseparable (Triyanto, 2020). Most of society has followed this development, and as a result, the demand for quality educational services has also increased. In addition, competition in the field of education is inevitable (Hajri, 2023). Without a doubt, competition among schools will become increasingly fierce due to the growing number of educational institutions. Schools strive to attract new students to meet their student quotas each academic year. This motivates educators to be more innovative in highlighting the quality and uniqueness of their educational institutions to remain attractive to potential education service users. To increase public interest and attract prospective students to the school, creative school promotion strategies are essential (Sinaga & Firmansyah, 2024).

Promotion strategies refer to actions taken by a business to boost sales by persuading clients, according to Moekijat. From another perspective, Lamb et al. (in Ariwibowo, 2019) state that a promotion strategy is a plan to maximize promotional elements such as sales promotions, public relations, advertising, and personal selling. Marketing efforts also help prospective students form a clear understanding of what they need from a school. In today's digital era, internet reach is extensive. Educational institutions must consider optimal promotion strategies to recruit new students (Fatonah & Ifendi, 2024).

Digital media serves as a tool for schools to conduct promotions. Digital media promotion is a form of online marketing communication that utilizes the internet to disseminate information and persuade customers to accept (Nurmalasari & Masitoh, 2020), purchase, and continue using a company's product. Educational promotion functions as a marketing tool to introduce educational services to the public—particularly to influence and increase consumer interest in using the services provided by a school. Targets, policies, initiatives, and strategic options are all necessary when planning. The 5Ps are used to build several strategies: planning, pattern, position, perspective, and play (Hermawan, 2024).

In some regions of Indonesia, digital marketing strategies have not yet been implemented. This is naturally due to several factors such as inadequate facilities, limited knowledge of internet technology, and other fundamental issues. Nevertheless, as a vital marketing strategy, digital marketing is unavoidable, leading to a shift from traditional (offline) marketing to online (Cindy et al., 2025). Digital promotion strategies have successfully increased awareness among prospective students. Digital marketing includes branding efforts involving a series of steps to create, deliver, and offer value as well as build mutually beneficial relationships. Various digital media—such as blogs, websites, emails, AdWords, and social media platforms—are used in this branding process. Today, one of the most effective strategies to overcome these obstacles is digital promotion. The efficiency of online school marketing can be improved by implementing creative strategies, such as promoting schools through social media campaigns and interactive content (Hananto & Murtafiah, 2022).

Promotion is a new method to advance and develop the potential of an institution by focusing on the target audience, especially those who genuinely need and desire educational institutions. The goal of marketing is to help school administrators decide which services should be offered first. The success of educational marketing depends on the consumers themselves. Promoting and socializing the programs and benefits of an established early childhood education institution should be the main focus (Remanicka & Adriwati, 2023). The surrounding community will recognize the newly established early childhood education center as a result of these program socialization efforts. Early childhood education marketing management is considered successful when all elements of early childhood education represented in its vision and mission succeed in convincing prospective students and their parents. This results in their decision to purchase the educational services advertised by the early childhood education institution (Sudarso et al., 2024).

Along with the growth of early childhood education institutions in the era of Society 5.0, school competitiveness becomes increasingly important. Educational institutions must market themselves. As education is a secular, interactive, and continuous process (Nababan et al., 2023), schools as providers of educational services must understand how to improve student satisfaction and take initiatives to do so. With technological advancement, traditional word-of-mouth promotions have now fully transitioned to digital media. The purpose of this research is to analyze the digital promotion strategies implemented by educational institutions to attract prospective students in the digital era, the challenges faced by educational institutions in regions with limited access to technology in implementing digital marketing, and the solutions that can be implemented to overcome these obstacles.

RESEARCH METHODS

The research method used is a literature review (Arif, 2023). A literature review refers to a specific research methodology used to collect and evaluate studies related to a particular focus topic. Relevant literature related to the research being discussed including books, academic journal publications, research findings, and other sources that can serve as references can provide data sources for the selected topic. Subsequently, the data and information gathered from various sources undergo content analysis (Arif, 2019). Therefore, the researcher conducted this study by utilizing sources such as books, journals, and articles related to promotion strategies of educational institutions in the digital era.

RESEARCH RESULTS AND DISCUSSION
Digital Promotion Strategies Implemented by Educational Institutions to Attract Prospective Students in the Digital Era

In today's digital era, educational institutions must leverage technology to promote their educational services in order to attract prospective students (Sya'adah, 2024). One of the most commonly used digital promotion strategies is the creation of a professional and accessible website. This website serves as an information portal

presenting various details about the school, educational programs, facilities, and various activities that may attract the attention of prospective students and their parents. A well-designed website can increase the institution's visibility and make it easier for visitors to obtain the information they need anytime and anywhere. With the inclusion of online registration features (Indriani et al., 2021), prospective students can also register directly without needing to visit the school in person.

Next, Search Engine Optimization (SEO) becomes a crucial technique in digital marketing (Hernawati, 2013). SEO helps educational institution websites become more easily discoverable on search engines like Google. By applying the right SEO techniques, such as using relevant keywords in the website's articles or content, educational institutions can ensure their sites appear on the first page of search results when prospective students search for educational information. This increases the likelihood that prospective students will choose the school, as they can easily find the information they need.

Search Engine Marketing (SEM) is another method widely used to attract the attention of prospective students (Anugrah & Witra, 2023). SEM involves the use of paid advertisements that appear in Google search results. These ads usually appear at the top or side of the search results and target prospective students searching for specific keywords. The advantage of SEM is its ability to reach a larger and more specific audience, as ads can be targeted based on geographic location, age, or interests. Although it involves certain costs (Akbar & Helmiawan, 2018), SEM delivers quick results and can directly lead prospective students to the institution's website.

Paid advertising through other platforms, such as Google Ads or social media ads (Ariadi et al., 2025), also forms an integral part of educational institutions' digital promotion strategies. Paid ads allow educational institutions to reach a broader and more segmented audience. Platforms like Google Ads, Facebook, and Instagram offer tools to target audiences based on demographics, interests, and online behavior. By identifying the right audience, educational institutions can optimize their marketing budget and ensure their ads are only seen by relevant prospective students, thus improving conversion rates and marketing effectiveness (Mardina et al., 2023).

The use of social media is one of the most popular digital promotion strategies among educational institutions. Platforms such as Facebook, Instagram, YouTube, and TikTok provide opportunities for schools to showcase their strengths through engaging visual content. Schools can upload photos and videos of school activities, interviews with students or alumni, and information about events or achievements. Through social media, schools can interact directly with prospective students and parents, answer questions, and build a more personal and communicative relationship.

Additionally, video marketing is becoming increasingly important in the education sector. Video is one of the most consumed types of content on the internet and has strong appeal. Educational institutions can leverage video platforms like YouTube to upload content that showcases academic activities, campus life (Putri et al., 2024), or testimonials from students and alumni. Engaging promotional videos can increase

viewer engagement and present the school in a more comprehensive way, allowing prospective students and parents to better understand the learning atmosphere and educational quality being offered (Fitriani, 2021).

Email marketing is also an effective strategy to attract prospective students (Kader et al., 2019). Schools can send information about admissions, new programs, or important events via email. By using an efficient email management system, educational institutions can segment their contact lists based on interests and prospective student profiles, allowing for personalized and relevant messaging. Email marketing helps educational institutions stay connected with prospective students and parents throughout the year, keeping them informed and increasing the chances of enrollment.

On the other hand, affiliate or referral programs are effective strategies for leveraging alumni or parent networks to help promote the school. These programs provide incentives to individuals who successfully refer prospective students to enroll. With a referral system in place, educational institutions can capitalize on recommendations from those who have had a positive experience at the school. This not only enhances the institution's credibility but also helps expand marketing reach more organically.

Blog and article-based content is also essential for building a school's online reputation. Through blogs, educational institutions can share articles on relevant topics (Sholikin, 2024), such as study tips, extracurricular activities, or guides to choosing a major. Quality content not only adds value for readers but also boosts the website's search engine rankings. With informative articles, educational institutions can attract more visitors to their sites and give them reasons to consider the school as a top choice (Sitanggang et al., 2024).

Finally, promotional campaigns on social media platforms (Arif et al., 2025) involving influencers or alumni are becoming increasingly popular. Educational institutions can collaborate with influencers in the education field or successful alumni to introduce their schools to a wider audience. Using influencers with significant reach can enhance credibility and capture the attention of prospective students who may not yet be aware of the school. Influencers or alumni can share their experiences on social media, thereby reinforcing a positive image and drawing in more enrollment. Overall, the various digital promotion strategies implemented by educational institutions enable them to reach a wider audience and effectively attract prospective students. By leveraging digital technology, educational institutions can compete in an increasingly competitive market, increase their visibility, and attract more students to join.

Challenges Faced by Educational Institutions in Areas That Have Not Yet Maximized Internet Technology in Implementing Digital Marketing Strategies

Educational institutions in areas that have not yet fully utilized internet technology often face a variety of challenges in implementing digital marketing strategies. One of the main challenges is limited internet access. Many regions, especially in rural or remote areas, still struggle with slow or unstable internet connectivity. This makes it difficult for

educational institutions to access digital platforms or utilize online marketing tools such as websites, social media, or paid advertising. Without adequate connectivity, digital marketing activities become limited and cannot be carried out optimally (Yusuf & Sodik, 2023).

To address this issue, educational institutions can conduct infrastructure needs mapping and seek alternative solutions. One approach is to collaborate with local internet service providers to improve accessibility and connection quality in the area. Additionally, institutions can use simpler yet effective media, such as SMS marketing or offline-based applications that do not require stable internet connectivity (Fitriyah et al., 2023), but still reach audiences in areas with limited internet access.

Another major challenge is the lack of technological knowledge and skills. Many administrators or staff members at educational institutions in underdeveloped areas do not have sufficient skills to use digital marketing platforms, such as website management, SEO usage, or running social media campaigns (Yusnanto et al., 2021). Without adequate understanding of how to leverage technology for marketing purposes, institutions struggle to maximize the potential of digital tools.

To overcome this, educational institutions need to conduct training and capacity building for their administrators and staff. Training on digital marketing, social media use, and website management can provide essential foundational knowledge so they can implement digital marketing strategies effectively. Additionally, institutions may enlist the help of digital marketing consultants or agencies to design and implement strategies tailored to their local conditions.

Another significant challenge is limited marketing budgets. Educational institutions, especially those in economically disadvantaged areas, often lack sufficient funds to invest in effective digital marketing efforts such as paid advertising on Google or social media. This makes it difficult for them to compete with institutions that have larger marketing budgets.

One solution is to take advantage of free social media platforms. Platforms like Facebook, Instagram, and YouTube allow educational institutions to post promotional content at no extra cost, though it may require more time and effort to attract an audience (Prasetia, 2018). They can also utilize content marketing through blogs or videos to build their online presence on a low budget. By producing relevant and engaging content, schools can capture the attention of prospective students and parents without incurring high costs.

Lack of awareness about the importance of digital marketing among school leaders also poses a significant challenge. Some school leaders in certain areas may still rely heavily on traditional marketing methods such as brochures, banners, and face-to-face events. They may not fully realize the potential of digital marketing in expanding reach and improving marketing effectiveness. To address this, institutions need to raise awareness and understanding of digital marketing among their leaders and managers. This can be done through seminars, webinars, or workshops that highlight the benefits

and practical applications of digital marketing, along with showcasing successful examples from other institutions.

Another challenge is the continued reliance on traditional marketing methods in many regions. Many institutions still feel more comfortable using conventional approaches such as word-of-mouth promotion, school announcements, or print media. Although these methods may still be effective in certain areas, they cannot reach a wider audience that is now more active in the digital space.

To address this, institutions should encourage a mindset shift among administrators and educators regarding the importance of adapting to digital marketing. Internal campaigns to educate staff and management about the advantages of digital media can help increase openness to using digital tools in school marketing strategies. Furthermore, many educational institutions in underdeveloped areas face a lack of relevant local content for prospective students. Content that is tailored to the local audience, such as information about local culture or community events, can make digital marketing strategies more appealing and increase engagement. However, many institutions lack the resources to create such localized content.

To overcome this, institutions can involve students, alumni, and parents in creating more relevant and engaging content. By involving the local community, they can not only produce more authentic content that resonates with the target audience but also build stronger relationships with prospective students and parents. Lastly, a major challenge in implementing digital marketing is the lack of analysis and measurement of marketing outcomes (Hendarsyah, 2020). Many institutions engage in digital marketing but lack systems to measure the success of their campaigns, making it difficult to determine which strategies are effective and which are not. Without a clear understanding of digital marketing performance, it is difficult to make improvements or necessary adjustments.

To tackle this, institutions need to implement digital analytics tools, such as Google Analytics or social media performance tracking tools (Sugiyanti et al., 2022), to monitor the effectiveness of their marketing campaigns. With clear data on how audiences respond to different types of content and advertisements, institutions can refine their strategies to achieve better results in the future. In conclusion, although educational institutions in areas with limited internet technology face numerous challenges in implementing digital marketing, these challenges can be addressed through appropriate measures such as infrastructure improvement, staff training, and the use of social media. Effective digital marketing can help educational institutions reach a wider audience and remain relevant in the rapidly evolving digital era.

CONCLUSION

This study demonstrates that digital marketing strategies have significant potential in enhancing the appeal of educational institutions, particularly in attracting prospective students. Various forms of digital marketing—such as websites, SEO, SEM, paid advertisements, social media, video marketing, and email marketing—have been

proven effective in expanding the outreach of educational institutions. However, the implementation of these strategies still faces several challenges, especially in areas with limited internet access, low technological literacy, constrained budgets, and a reliance on traditional marketing methods. Therefore, educational institutions need to find context-appropriate solutions, such as utilizing social media effectively, conducting technology training, and using low-cost marketing tools.

This study has several limitations, including its narrow focus on educational institutions in areas with limited internet access, which restricts the ability to generalize the findings to institutions with better technological infrastructure. Moreover, the research adopts a qualitative approach and does not involve quantitative measurements that could provide a more comprehensive view of the effectiveness of digital marketing strategies. Another limitation is the absence of direct experimental testing of the implementation of digital marketing strategies across different educational institutions.

Nevertheless, the study has notable strengths, such as a comprehensive approach in analyzing the challenges and solutions of digital marketing, its contribution to the literature on educational marketing, and an in-depth understanding of digital marketing strategies that can be adopted by educational institutions. For future research, it is recommended to conduct quantitative studies to measure the effectiveness of strategies, comparative studies between regions with good and limited internet access, and evaluations of the use of cost-effective marketing tools. Further research on technological innovations in education, such as AI and AR, as well as longitudinal studies observing the long-term impact of digital marketing, may also enrich our understanding of educational marketing.

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