

---

## The Use of Social Networks in the Recruitment of New Students in Private Junior High Schools: A Literature Review

---

Dewi Novita Sari<sup>1\*</sup>

### Abstract

In the digital era, the use of social networks as a medium for recruiting new students both as a promotional tool and as part of the admission process has become increasingly effective. Prospective students can access these platforms remotely, allowing educational institutions to expand their reach beyond geographical boundaries. Student recruitment within formal education management is a routine process aimed at collecting, selecting, and placing students in appropriate educational pathways. Despite being a recurring activity, this process can encounter several challenges that require clear principles and structured guidelines aligned with educational standards. This literature review examines how social networks contribute to enhancing the recruitment process in private junior high schools. The findings indicate that social media platforms not only improve the dissemination of information but also enhance institutional visibility, strengthen engagement with prospective students, and increase the number of new enrollments.

### Keywords

Social networks, recruitment, students

### Article History

Received 05 November 2024  
Accepted 11 February 2025

### How to Cite

Sari, D. N. (2025). The Use of Social Networks in the Recruitment of New Students in Private Junior High Schools: A Literature Review (JIKSI), 6(1), [1-7].

---

<sup>1\*</sup> Universitas Bina Darma, Indonesia, Corresponding email: [wee88novitasari@gmail.com]

## Introduction

The rapid advancement of digital technology has revolutionized how individuals, organizations, and institutions communicate and interact. In the contemporary era of information and connectivity, the adoption of digital tools has become not only a trend but also a necessity for survival and competitiveness. Educational institutions, like other social organizations, have been compelled to adapt to this technological transformation by integrating various digital communication channels into their daily operations. Among these, social networks stand out as dynamic tools that reshape communication patterns, enabling real-time interaction and more personalized engagement between institutions and their audiences. This digital shift has transformed the educational landscape, making social media a strategic platform for outreach, branding, and recruitment.

In the educational sector, particularly within private junior high schools, the use of social networks has gained significant relevance as competition among institutions intensifies. Schools are increasingly required to not only deliver quality education but also to market themselves effectively to prospective students and parents. In this context, social media platforms such as Facebook, Instagram, TikTok, and YouTube have become powerful tools for promoting school programs, achievements, and learning environments. These platforms provide an avenue for schools to showcase their identity, values, and innovations, thereby attracting the interest of potential students in an engaging and cost-efficient manner. The immediacy and interactive nature of social media allow schools to maintain constant visibility and respond swiftly to inquiries, strengthening trust and interest among their target audiences.

Social networks, by design, serve as multifaceted communication tools that support broad and multidirectional interaction. They facilitate the transition from traditional one-way communication models to interactive, participatory, and networked exchanges. Through these platforms, schools can share multimedia content—videos, testimonials, and virtual tours—that create immersive experiences for potential students. Moreover, social networks act as repositories and conduits for educational information, enabling institutions to distribute accurate and timely updates about admissions, scholarships, and extracurricular activities. In doing so, schools can cultivate communities around their digital presence and foster meaningful engagement that transcends geographical barriers.

The use of social media in student recruitment also represents an evolution in educational management practices. Recruitment, traditionally viewed as a procedural activity focused on administrative selection, has evolved into a strategic communication process that integrates marketing principles, relationship management, and technological innovation. Within the framework of formal education management, student recruitment involves systematic stages of identifying, attracting, and selecting candidates based on the institution's values and criteria. According to Mustari (2014), recruitment is an essential step in ensuring that schools attract students who align with their academic and cultural environment. Similarly, Badruddin (2014) emphasizes that recruitment is not merely an operational process but also a determinant of institutional reputation and educational quality.

The integration of information technology into the recruitment process has provided educational institutions with new opportunities to improve efficiency, transparency, and

competitiveness. By leveraging data analytics, digital advertising, and targeted communication strategies, schools can gain insights into audience preferences and adjust their outreach accordingly. Social networks enable personalized communication and foster a sense of connection, which can influence decision-making among prospective students and their families. Consequently, technology-driven recruitment practices contribute not only to increased enrollment rates but also to more informed and equitable selection processes.

In summary, the utilization of social networks in the recruitment of new students in private junior high schools represents a significant intersection between education, communication, and technology. As schools navigate an increasingly competitive and digitalized environment, the strategic use of social media becomes a critical factor in institutional sustainability and growth. Therefore, a comprehensive understanding of how social networks influence recruitment processes is essential for educators, administrators, and policymakers. This literature review aims to explore the theoretical and empirical foundations underlying the role of social media in student recruitment, highlighting its opportunities, challenges, and implications for educational management in the digital era.

### **Methodology**

This study employs a qualitative approach through a systematic literature review. Relevant literature was collected via Google Scholar using the keywords “social networks,” “student recruitment,” “use of social networks in recruitment,” and “social media in student enrollment.” The review focused on publications published between 2020 and 2023. Selected studies were screened and evaluated using inclusion and exclusion criteria as described by Pangesti (2020).

The literature review process involved three main stages: (1) identification of relevant studies based on keywords; (2) screening for eligibility according to thematic relevance; and (3) final inclusion of studies meeting the selection criteria. Figure 1 illustrates the flow diagram of the literature screening process.

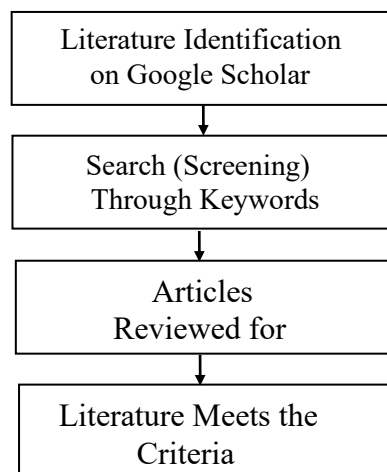


Figure 1. Flow Diagram of Literature Screening Process

## Results and Discussion

Based on the literature review, several studies were identified that explore the role of social networks in the recruitment process of new students. The selected studies demonstrate how social media platforms are integrated into recruitment strategies to promote schools, engage with prospective students, and streamline communication.

No	Title	Year	Author(s)	Objectives	Key Findings
1.	Recruitment Strategies to Increase Student Enrollment at SMK JAIFAQ Sampang	2023	Siti Farida Miftahul Jannah, Syarifah, Onik Zakiyyah, Abdullah	To ensure the student recruitment process runs effectively by encouraging potential students to apply	Recruitment planning was implemented through committee meetings, public outreach, and social media campaigns such as brochures and banners
2.	IT-Based Student Recruitment Management at MAN Palangka Raya	2020	Ana Fitriana	To describe IT-based planning, implementation, and supervision of student recruitment	IT-based recruitment was effective but required improvements in timeliness and clarity of registration mechanisms
3.	Utilization of Social Media to Increase Student Enrollment at Private High Schools	2023	Alifia Habibah, Dian Hidayati	To enhance public interest and increase student admission through social media	Structured and feature-based social media use (e.g., Facebook Ads) increased the reach and impact of recruitment campaigns
4.	Online Student Recruitment Process at SMKN	2020	Nurul Fiana	To analyze recruitment strategies, selection	Recruitment involved administrative and academic

	1 Al-Mubarkeya Aceh Besar			processes, and challenges	assessments, including written tests, Quran reading, aptitude, and interviews
5.	Web-Based Student Admission System to Improve Student Quality During the Pandemic	2020	Asep Azis Nasser, Opan Arifudin, Ujang Cepi Barlian, Sofyan Sauri	To evaluate the effectiveness of a web-based admission system in improving quality	The web-based system met planning standards, ensuring transparent, objective, and accountable admissions

Social networks have become integral to the lifestyle of younger generations, particularly millennials and Generation Z, who constitute the majority of social media users. According to Sunarwan (2015), social networks are defined by several key characteristics:

- (1) they act as digital infrastructures connecting individuals and institutions through various hardware and internet-based platforms;
- (2) they enable interactive communication and the creation of user-generated content;
- (3) they provide archivable information accessible anytime and anywhere;
- (4) they foster social simulation and interaction within virtual environments; and
- (5) they support the development of online communities.

The growing appeal of social networks among youth makes them a powerful tool for educational institutions to promote programs and recruit students. Ainiyah (2018) identifies several factors influencing young people's engagement with social networks, including self-expression, recognition, communication, and access to new knowledge. Social networks, therefore, serve not only as promotional tools but also as platforms for institutional branding and relationship building.

Institutional branding through social media enhances public visibility and shapes positive perceptions of schools. Umam et al. (2020) note that creative and innovative branding efforts conducted through social networks expand institutional reach and strengthen prospective students' interest. Similarly, Sari et al. (2019) emphasize that social media has revolutionized communication practices by making them faster, more transparent, and more continuous.

Effective management of social media yields significant benefits when strategically implemented. Rahmasari (2022) suggests that maintaining an organized digital communication strategy helps educational institutions strengthen stakeholder engagement and promote transparency. The student recruitment process typically involves several key stages: establishing the admissions committee, preparing facilities, executing the admission program (PPDB), and conducting post-admission evaluations. Each phase ensures structured

implementation and accountability, directly influencing the success of student recruitment and the quality of enrolled students.

### **Conclusion and Recommendations**

The utilization of social networks in recruiting new students for private junior high schools has proven to be an effective strategy for increasing engagement, communication, and institutional visibility. Popular platforms such as Instagram, Facebook, Twitter, TikTok, WhatsApp, and Telegram provide valuable channels for schools to promote programs, scholarships, and activities. Consistent and creative content sharing on these platforms enhances school branding and fosters public trust.

By integrating social networks into recruitment efforts, schools can streamline communication, reach a wider audience, and encourage higher enrollment rates. The use of social media not only simplifies information dissemination but also strengthens the institution's image, aligning with the goals of transparency, accessibility, and educational innovation.

### **Disclosure Statement**

The author declares no conflicts of interest associated with this study.

### **Acknowledgments**

The author expresses sincere gratitude to Universitas Bina Darma and the Department of Culture and Tourism of Jambi Province for their academic and institutional support throughout the completion of this research.

### **References**

- Akar, C. (2016). Investigating the students' perceptions of the democratic values of academicians. *Journal of Social Studies Education Research*, 7(1), 96–139.
- Badrudin. (2014). Student recruitment as an effort to enhance educational institution competitiveness. Indonesia: Unpublished manuscript.
- Fiana, N. (2020). Student recruitment process through online systems. Indonesia: 2020.
- Habibah, A., & Hidayati, D. (2023). Utilization of social media to increase student enrollment. *Academy of Education Journal*, 107–123.
- Mustari. (2014). Recruitment of students in educational management. Indonesia: Unpublished manuscript.
- Nasih, M., & Ghozaly, A. H. (2021). Analysis of social media use in student recruitment at SMP Plus Darussalam. *Jurnal Manajemen Pendidikan Islam Darussalam (JMPID)*, 270–291.
- Nasser, A. A., Arifudin, O., Barlian, U. C., & Sauri, S. (2021). Web-based student admission systems for improving student quality during the pandemic. *Biormatika*, 100–109.
- Rahmasari. (2022). The role of school communication media management. Indonesia: Unpublished manuscript.
- Sari, D. N., et al. (2019). The impact of social networking on modern communication. Indonesia: Unpublished manuscript.

---

Sunarwan. (2015). Characteristics of social networks in digital society. Indonesia: Unpublished manuscript.

Umam, A. K., Suryawan, A., & Prasetyo, A. D. (2020). Optimization of social media for school existence. Community Empowerment Journal, 96–100.

---

### Biographical Notes

**DEWI NOVITA SARI** is a postgraduate student in the Master of Information Technology Program at Universitas Bina Darma, Indonesia, and serves in the Department of Culture and Tourism of Jambi Province. Her research interests include digital communication, social media management, and the application of information technology in education.