

SCHOOL INFORMATION MANAGEMENT IN USING SOCIAL MEDIA (WHATSAPP, INSTAGRAM, YOUTUBE AND FACEBOOK)

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Abstrak: Pesatnya kemajuan teknologi menjadikan pergeseran cara pandang dalam melakukan interaksi, komunikasi dan memperoleh informasi diantaranya yaitu dengan berfikir lebih praktis untuk memanfaatkan media sosial. Termasuk dalam dunia pendidikan, media sosial seyogyanya menjadi alat terdepan dalam menyampaikan informasi, komunikasi, dan sebagai media pembelajaran bahkan sebagai alat branding sekolah. Maka pimpinan sekolah harus membangun manajerial sistem informasi khususnya dalam pemanfaatan media sosial agar penyampaian informasi, komunikasi, pembelajaran dan citra sekolah berjalan secara efektif dan efisien. Metode penelitian yang digunakan dalam penelitian ini adalah melalui pendekatan kualitatif deskriptif. Hasil penelitian menunjukkan bahwa manajerial dalam pemanfaatan media sosial melibatkan beberapa orang guru yang memiliki potensi dan kompetensi di bidang teknologi. Tim tersebut tergabung dalam kelompok kerja (pokja) Mutu Creative Center (MCC) di bawah garis koordinasi Wakil Kepala Sekolah yang ditunjuk oleh Kepala Sekolah. Berdasarkan fungsi dan manfaat dalam teori 7 honeycomb of social media maka dipilih 4 media sosial yang saat ini sangat familiar digunakan dan memenuhi fungsi tersebut yaitu WhatsApp, Instagram, YouTube dan Facebook dengan menampilkan ciri dan fungsi fitur yang bervariasi. Media sosial tersebut termasuk yang paling sering digunakan oleh pengguna teknologi di Indonesia.

Kata kunci: Informasi Sekolah, Manajemen, Media Sosial

Abstract: The rapid advancement of technology has made a shift in perspective in interacting, communicating and obtaining information, including by thinking more practically about utilizing social media. Including in the world of education, social media should be the leading tool in conveying information, communication, and as a learning medium and even as a school branding tool. Therefore, school leaders must build managerial information systems, especially in the use of social media so that the delivery of information, communication, learning and school image runs effectively and efficiently. The method used in this study is a descriptive qualitative approach. The results of the study show that managerial use of social media involves several teachers who have potential and competence in the field of technology. The team is part of the Mutu Creative Center (MCC) working group (Pokja) under the coordination line of the vice principal appointed by the Principal. Based on the functions and benefits in the theory of the 7 honeycombs of social media, 4 social media are selected which are currently very familiar to use and fulfill these functions, namely WhatsApp, Instagram, YouTube and Facebook by displaying various features and functions. Those social media are the most frequently used by technology users in Indonesia.

Keywords: School Information, Management, Social Media

Introduction

In the current era of advanced technological advances which are very fast and massive in obtaining information, it requires schools to easily adapt to technology as a means of driving the advancement of education quality. Social media is a very close and inseparable part of today's social life activities. It is certain that every individual has, uses and utilizes social media as a way of showing identity, giving and obtaining actual information. Quality schools have a responsibility to provide the best service in providing information to parents and the community. A positive image of the school can also be built and developed through the use of social media technology (Fajri and Wiyani 2019). So that school information services related to academic and non-academic can be delivered properly and quickly.

In 2020, based on the Education and Culture Information Technology and Data Center (Pusdatin) it is stated that 60% of teachers' competency is still low in operating technology during learning (Syahid, Hernawan, and Dewi 2022). This data can of course be related to the use of social media as a forum for information and learning which requires separate skills in technology. Advances in technology have changed the perspective in communicating and socializing which puts a lot of emphasis on social media. Including in the world of education, social media should be a tool in conveying school information and even learning (Chugh and Ruhi 2018). Because now many individuals in society are used to and easily connected to social media or social networks such as Whatsapp, Instagram, YouTube and Facebook.

Sometimes the use of social media as a medium for school information is not optimal due to unclear management, teachers who are still technologically illiterate, information that is not up-to-date, information that is slow to upload or because information does not meet the expectations of parents and society. As a result, the function of social media as a means of conveying information related to educational news in schools to parents and the public is not very significant. Social media should be very important in facilitating the existence of the image of school institutions, social interaction, and as a medium of information services for various activity programs. Because the role of social media is very promising for the development of education in the future (Zachos, Paraskevopoulou-Kollia, and Anagnostopoulos 2018).

According to Jan H. Kietzmann in an interpersonal communication book, it is explained that the function of social media is like a beehive that forms a framework that is interconnected with one another (Alo Liliweri 2017; Baccarella et al. 2018). The function of social media is known as honeycomb social media with 7 main function concepts (Goffar and Nisa 2021; Ievansyah and Sadono 2018). The 7 functions of social media are conversation, sharing, presence, relationship, reputation, group and identity.

The conversation function in social media means that it can become a space for dialogue between users individually and institutionally. In some social media there are features like, subscribe or comment indicating the direction of the user's chat. Social media also provides space for users to share information with each other through various methods such as sound, images or video. The presence function in social media can provide up-to-date information that the user is in a certain place. Relationships in social media are built because they have the same ideology, place of residence, or talent and interests. Reputation is a function of social media that acts as a positive image builder for both individuals and institutions. Social media has a function as a group by providing space for users to form a group community. Social media automatically functions as an identity tool that can introduce users individually and institutionally (Goffar and Nisa 2021).

Based on the 7 main functions of social media, it can be concluded that there are several social media that are practical and familiar in operating them and show the reality of these functions. Social media that are easy and familiar and fulfill these functions include the WhatsApp, Instagram, YouTube and Facebook applications (figure 1.1). This is very relevant to the data disclosed in 2020 that the 10 social media that are often used by the age range of 16-64 years are YouTube 88%, WhatsApp 84%, Facebook 82% and Instagram 79% (Databoks Indonesia 2020).

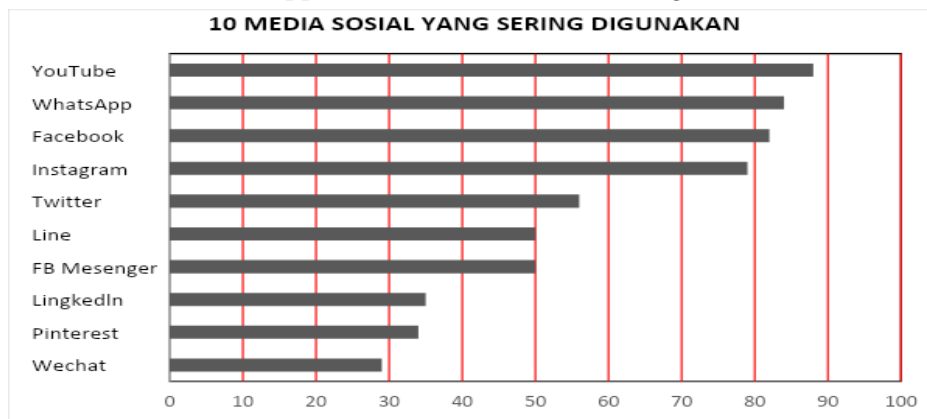


Figure 1.1 10 Types of Social Media Most Often Used

This research is expected to contribute to school institutions in managing the use of social media as a school branding medium, information media and communication with parents and the community. Through good use of social media, it is hoped that good communication synergies will also be realized, solid collaboration so that schools become more qualified and qualified.

Method

This study uses a descriptive qualitative approach by obtaining data from interviews and documentation. The location of this research is SD Muhammadiyah 7 Bandung. In this study interviews were conducted with school leaders, MCC (Quality Creative Center) coordinators, and parents of students. The instruments used in this study in collecting data were interview guides and documentation. The researcher acts as the main research tool in disclosing school information management practices in using social media.

Findings and Discussion

Mutu Creative Center (MCC)

Based on the research that has been done, it is found that there is planning in managing the use of school social media as a tool for information, communication, learning in building the school's image in society. The school is making efforts in managing the school information system through the use of social media because many teachers understand and are close to social media (WhatsApp, Instagram, YouTube and Facebook). At first the management of social media was held by the Vice Principal of Public Relations alone. However, later on the Principal formed a special team to handle information technology, especially social media. Teachers who have potential and competence in the field of technology are given responsibility for managing social media. So that in 2019 a team was formed with the name RnD (Research and Development) and in 2022 it changed its name to MCC (Quality Creative Center) but with Human Resources (HR) that didn't change much.

As a form of managerial effort that is effective, efficient and adaptive to change, the Principal appoints a Deputy Principal who serves as the General Manager of MCC. The line of command and direct coordination goes from the Principal to the Wakasek then to the MCC Team Coordinator. After being worked on and processed by the production team, the results were socialized to the school community via the WhatsApp group. Sometimes coordination is also carried out from below, for example a teacher who requests an e-flyer to be made for outstanding students to be uploaded on social media. Organizational lines related to school information management, especially in the field of social media, can be seen in Figure 2.1

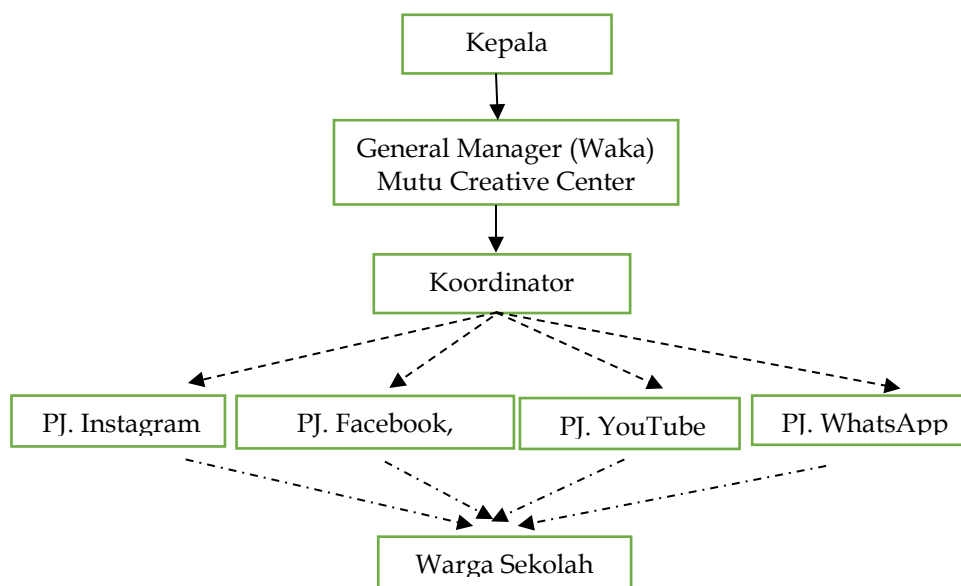


Figure 2.1 Line of School Information Managerial Social Media

The results of interviews with the MCC coordinating teacher showed good and positive results with managerial management of the use of social media as a forum for school information. One of the visible characteristics is the increase in the number of followers, subscribers and comments, especially during the Covid-19 pandemic, very good progress was seen. Based on interviews with the MCC team regarding the number of followers or subscribers between management carried out by a teacher and after being carried out managerially as a team in 2019 the results of data development were obtained in Figure 2.2

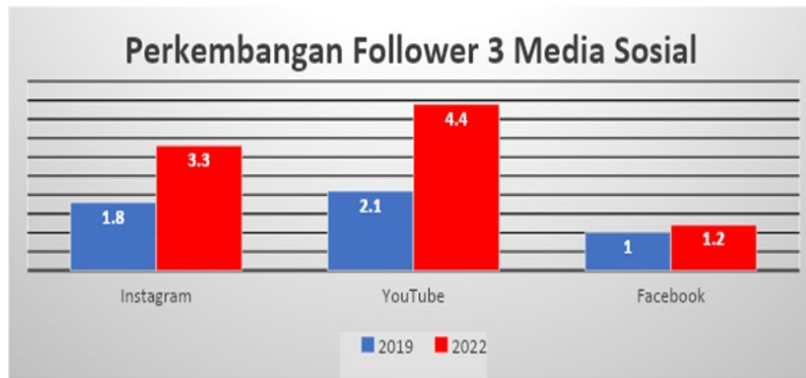


Figure 2.2 The Development of Social Media Followers in SD Muhammadiyah 7

The core of the school information system includes input, process, output (Hakim, 2019) where the 3 stages are carried out properly by school management. One of the interesting things about the management of the school information system at SD Muhammadiyah 7 in the field of social media is that all MCC personnel are teachers who are given additional assignments, not special human resources who are appointed as employees. So that these teachers must be good at managing their main task time in teaching and sharing task roles in managing MCC. Even though it is managed by teachers, the performance of MCC personnel is very good, befitting the duties of special employees. In the future, school information management is predicted to turn into digitalization (Hermansyah 2021), so the competence of teachers and school members regarding technology must always be updated and adaptive to the times. The following are 4 types of social media managed by MCC, namely:

WhatsApp

WhatsApp is an application that functions to send messages and calls that are practical, safe and reliable where this application was launched in November 2009 by Jan Koum and Brian Acton (Pustikayasa 2019; Saputra 2020). The use of WhatsApp is one of the most common and familiar social media used by the public. Currently there are more than 2 billion WhatsApp users worldwide and it was recorded that in 2018 WhatsApp application users reached 124 million people (Pustikayasa 2019) and continues to show an increase every year. This shows that the WhatsApp application tends to be practical without passwords and is easy to understand in sending and or receiving text, photos, videos, documents, locations, and voice calls that are easy to apply (Rahartri 2019) by parents and even young children at an early school age are able to operate it.

In the SD Muhammadiyah 7 environment, the WhatsApp application includes social media which is used as a tool for information, communication and even learning for students. Every teacher is strongly encouraged to join WhatsApp groups of teachers internally and is encouraged to manage WhatsApp groups with parents and students. This is intended to facilitate the delivery of information and communication, especially related to school or learning programs. Even during the Covid-19 pandemic, WhatsApp media was very intensely used for learning, for example in Quran recitation lessons which could be used in small groups. In addition, the WhatsApp application is also used as a Hotline number for PPDB (New Student Acceptance) activities which are listed on the school's website, see figure 5. Information regarding the monthly SPP (Education Development Contribution) is directly connected to Bank Muamalat so a message of thanks is sent. for those who have paid or billing information for those who have not paid, can be seen in Figures 3.1 and 3.2



Figure 3.1. WhatsApp is listed on the PPDB Program School Website

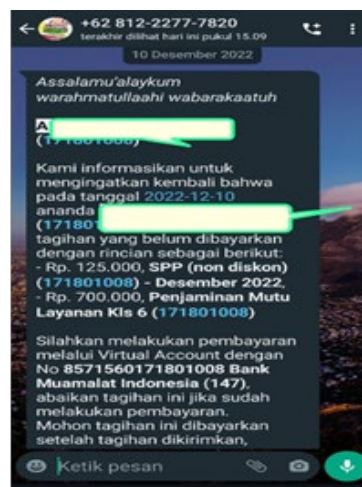


Figure 3.2 WhatsApp Messages Regarding Unpaid Tuition Fees

Instagram

Instagram merupakan salah satu media sosial yang saat ini sangat populer dan sering digunakan. Instagram berasal dari dua susunan kata yaitu “insta” dan “gram”. Kata pertama berasal dari kata “instan” yang merujuk pada kamera instan polaroid yang bisa langsung mencetak foto setelah beberapa saat membidik objek. Kata kedua diambil dari kata “telegram” yang maknanya dikaitkan sebagai alat pengirim informasi yang sangat cepat (Rachman 2018). Berdasarkan rujukan dua kata tersebut maka bisa diambil makna bahwa Instagram adalah media pembuat foto dan bisa langsung mengirimkannya dalam waktu yang cepat.

Instagram

Instagram is one of the social media that is currently very popular and frequently used. Instagram comes from two word arrangements namely "insta" and "gram". The first word comes from the word "instant" which refers to Polaroid instant cameras that can print photos immediately after a while of shooting objects. The second word is taken from the word "telegram" whose meaning is associated as a very fast means of sending information (Rachman 2018). Based on the references to these two words, it can be taken to mean that Instagram is a media for making photos and can send them immediately in a fast time.

In 2018 Instagram application users reached 200 million people (Ievansyah and Sadono 2018) and now it will definitely continue to grow. The Instagram application is closely related to sharing information with the appearance of short photos or videos. For school institutions, Instagram is not only limited to school information tools but can also be used as a school branding tool because the reach of this application is easy and has many users.

Information related to school activities is widely communicated via Instagram including national holidays, global and national information, news of grief, social news, news of school agenda programs and news of students' achievements which fill the most posts and comments column. This Instagram account was recorded for the first time created in 2017 and has become a favorite application for conveying school activity agendas and news of students' achievements which are never empty. Furthermore, the post link will be forwarded via the WhatsApp group of school residents, teachers and parents of students. So this social media tool is at the forefront of conveying information as well as an inexpensive school branding tool. The number of Instagram followers continues to increase with many achievement posts, you can see pictures 4.1 and 4.2

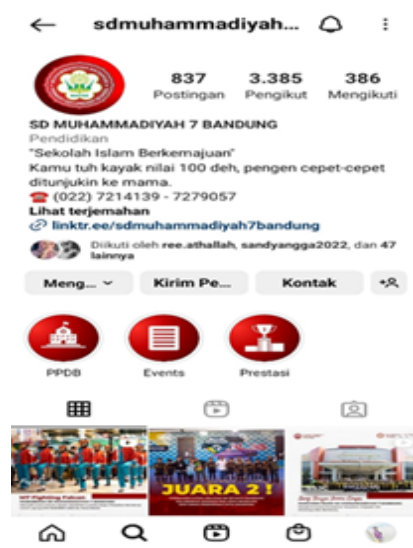


Figure 4.1. SD Muhammadiyah 7 Instagram account has more than 3,000 followers



Figure 4.2 Posts on National Holidays, School Activities, Student Achievements

YouTube

YouTube was first released in February 2005 by 3 former PayPal employees, is a website for sharing videos. The characteristics of YouTube include being fast, cheap and easy to upload videos. YouTube is aimed at anyone who really needs audio and visual information and site users can upload videos and then share them around the world (Mastanora 2018). Not least in the educational environment, YouTube can be used as a medium of information and learning (Mahendra 2020). The use of YouTube media is felt especially during the Covid-19 pandemic where learning is carried out online and working from home (work from home). YouTube media is an alternative solution, to increase students' learning interest while at the same time improving the quality of learning

competencies for teachers (Mujiyanto 2019; Sari 2020).

Videos uploaded via YouTube media generally concern school program activities, for example first day school activities, tahfizh graduations, outing classes, cooking classes, assembly, project-based learning, extracurricular activities, routine recitation, social activities and student achievement contests. Through videos that are uploaded regularly, the number of subscribers and broadcast hours continues to increase. Even SD Muhammadiyah 7's YouTube channel has received an award from YouTube with a total of 612 videos that have been uploaded. The number of subscribers has also increased to 4.47 thousand or doubled during the Covid-19 pandemic, from 2.1 thousand subscribers previously, see figure 8. This should continue to be developed and appreciated because YouTube content presents learning and education for children's educational consumption. - there are still very few children and adolescents (Rahamawan, Mahameruaji, and J 2018).



Figure 5.1 YouTube Channel with 4.47 thousand subscribers in 2022

Facebook

To have a Facebook personal account, you must be at least 13 years old and have an email. So for elementary school-age children, the use of Facebook as a school information medium appears to be slightly different or has fewer followers and responses compared to other social media such as Instagram and YouTube (Todorovic et al. 2021). So the number of SD Muhammadiyah 7 Facebook followers has not grown very much, only around 1.2 thousand (see figure 6.1). At first Facebook was only used by Harvard students, then it was inaugurated by its founder Mark Zuckerberg in 2004 and in 2020 Facebook claimed there were 2.8 billion active users worldwide (Haronzah, Mani, and Embong 2019). The name Facebook is taken from the word face book directory (Facebook) which is usually given to students in America.

Posts on the Facebook screen are almost similar to what is posted on Instagram. In addition to pictures, photos or videos, writing on Facebook is longer and more detailed in describing an activity. Even the written language is sometimes like a school website, but sometimes it also includes informal polite language. So that the person in charge of the Facebook account coincides with the school website. This is the advantage that distinguishes Facebook from other social media. Information on school activities and programs that have been or will be implemented, one of which is posted via Facebook with a picture or video display style and a separate language.



Figure 6.1 Display of SD Muhammadiyah 7 Facebook with 1.2 thousand followers.

Through four social media, namely WhatsApp, Instagram, YouTube and Facebook, they are interconnected and related to one another. For example, there is a school program that is informed through videos on YouTube, the same information is also published through photos on Instagram, writing on Facebook and spread again through the WhatsApp group. The benefits of the four social media have also demonstrated the theory of 7 functions of social media honeycomb and have become an effective tool for communication, information, promotion or building the school's image (Puspitarini and Nuraeni 2019). In a previous study entitled "The Role of Family and Social Media in Forming the Polite Character of Elementary School Students" revealed that social media did not have a positive effect on the formation of the character of students so that more in-depth research was needed (Amaruddin, Atmaja, and Khafid 2020).

Conclusion

Management of school information related to the use of social media is carried out with good planning, implementation, direction and supervision in carrying out the needs of information, communication, learning and the image of the school in the eyes of parents and the public. Even though the management of social media involving teachers as executors does not undermine the process and results of the performance that has been carried out, instead the performance of the executors appears to be very optimal. In fact, this shows that today's teachers are not technology savvy but are very close to social media. The growth in the number of followers, subscribers and the positive response of parents of students is one of the considerations for progress. Global news issues, national holidays, school program agendas, social service activities, news of grief, learning materials, teacher and student achievements are routine displays that are posted on every social media and are interconnected and related. Managerial applied by the school by involving several teachers shows the effectiveness and efficiency that the school leadership wants to realize.

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