

## Competence of School Principals in Using Social Media as a school facility in Building a School Image at Ibnu Aqil Vocational School Bogor

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### ABSTRAK

Entering the era of revolution 4.0, requires all educational institutions in Indonesia to be able to combine the quality of education with school branding on social media. School principals must have competence in media use social, because in this increasingly advanced and developing era, people judge an institution from social media. *This study aims to determine the competency of school principals in using social media as a means of building school image at SMK Ibnu Aqil Bogor. The method used in this research is a case study method with a qualitative approach. The data collection was carried out using observation techniques, interview techniques, and documentation techniques. While data analysis Data collection, data reduction, data presentation, and conclusions are examples of how this term is used. The results of this investigation show that: 1). The principal of SMK Ibnu Aqil in improving the image of the school has reached a good stage because the principal already has a soul of managerial and social competence. 2). The headmaster of SMK Ibnu Aqil is able to make good use of social media where the school already uses social media in every activity and the principal also uses social media as a means of communication between students and teachers and between parents of students. 3). The management of social media development at the Ibnu Aqil Vocational School continues to be carried out with the appointment of IT expert operators who always upgrade the appearance of social media.*

Keywords: School image, school facility, benefits of social media, principal competence

### 1. INTRODUCTION

Entering the era of revolution 4.0, requires all educational institutions in Indonesia to be able to combine the quality of education with school branding on social media. School principals must have competence in media use social, because in this increasingly advanced and developing era, people judge an institution from social media. Schools must be able to build, activate and manage social media accounts so that they can improve the school's image, especially among the community. An educational institution is an institution that must follow developments from time to time. The principal has an important role as the highest leader in the school institution. The school principal has strategies and competencies to foster ideas that are capable of building the school's image. A positive image will be realized with the competence of the best school principal. The school principal communicates the activities and benefits of the school to the community.

### 2. LITERATURE REVIEW

The principal has an important role as the highest leader in the school institution. The school principal has strategies and competencies to foster ideas that are capable of building the school's image. A positive image will be realized with the competence of the best school principal. The school principal communicates the school's activities and benefits to the community (Rusyanti,

2021). Image is a very important asset that an institution must have as concrete evidence of its existence and superiority, including the success of the school institution in terms of indicators

success of school institutions. As a result, image construction is an important factor in demonstrating greater educational achievement (Surahman, 2020).

There are some school principals in Indonesia who do not understand technology, so the use of social media accounts such as Facebook, Instagram, YouTube and WhatsApp is less than optimal and becomes a problem for school principals in improving the school's image. In this increasingly developing era, it is very important to use social media.

Mulawarman (2020) defines social media as a communication tool used for social processes. School principals who do not understand social media will affect the school's image because the public does not get information related to school institutions properly, so that there will be a decrease in student interest in registering at the school institution. A school and community relations approach that utilizes online-based applications such as school websites and mobile phone applications keeps the community informed about school events and programs without the need for face-to-face meetings (Ariyanti, 2020).

### 3. METHODS

A qualitative research approach was used in this research, with using a case study research design. Researchers collected data for this research by observing, interviewing and document the parties involved, including school principals, the IT sector, teachers and students at vocational schools. Ibn Aqil. Primary data and secondary data are two types of data sources. Primary data sources for this research include school principals, IT departments, teachers and students. Secondary data sources include papers, brochures, magazines, and interactions with schools regarding the title under consideration. This research collects data through various methods, including observation, interviews and documentation. The data analysis approach in this research includes data reduction.

### 4. FINDINGS

#### 1. The principal's competence in improving the school's image

As a teacher with the extra burden of directing the school, the principal has a big duty and responsibility to improve the quality of the school. The principal's competency at Ibnu Aqil Vocational School has managerial competency and social competence, as an effort to form a positive image of the school. Ibnu Aqil Vocational School also realizes school participation in superior program activities in the religious field and has adequate infrastructure. In improving the image of a school, school institutional leaders are the main factor so that leaders will change the feelings of their followers, increase moral expectations, and encourage them to do everything in their power to achieve organizational goals, not because they have to, but because they want to (Wahidin, 2020).

In building a good school image in the eyes of the community, institutions must have leaders who can build a strong school culture and shape students into citizens who are dedicated to the future, obedient, confident, responsible, have strong morals, and understand themselves. In building a positive school image the principal must have internal competence improve the image of the school which is owned by the principal of SMK Ibnu Aqil.

The public sees the image of an institution over time and will form fresh opinions in their minds; Therefore, the principal's skills in improving the school's image are very important. Currently, the positive image of an institution is an important consideration for parents or guardians of students who want to register their children at the institution. According to Nurhasanah's research in State Madrasah Aliyah throughout Bandung City, 69% of institutional image is related to marketing management (Nurhasanah, 2021).

The principal of Ibnu Aqil Vocational School has its own way of building the school's image with superior programs in the religious field ranging from duha prayers, midday prayers in congregation, reading and writing the Koran, to the wali songo pilgrimage program and also Ibnu Aqil Vocational School has more hours of religious subjects, up to 8 hours.

In building a good image in the eyes of society, vocational schools Ibnu Aqil cannot be separated from supporting and inhibiting elements. Supporting elements in building the school's image include, Ibnu Aqil Vocational School having adequate facilities and infrastructure and the school principal also building the school's image in terms of collaboration with the Industrial Work Development (BKI) industrial company. Meanwhile, the inhibiting factors in building a positive image of the school are generally related to additional activities from the government, for example changing curriculum policies. These policies will hinder the adaptation process, thereby becoming an obstacle in the process of building the school's image.

## 2. Competence of school principals in utilizing social media

The principal of Ibnu Aqil Vocational School has good social relations, so he can work together with school components. The principal of Ibnu Aqil Vocational School has social competence in communicating, so that the use of social media is very widespread in the era of revolution 4.0 in almost all aspects of human life and among educational institutions. has a big impact, therefore school principals must have good competence in utilizing social media in school institutions, in the era of revolution 4.0 social media can make it easier to promote schools. Social media has the ability to spread information about anything quickly on a very wide network, and when the information is spread, the owner of the first information who put it on the network (post) cannot take it back or delete it from the network members who received it. (Rusmana, 2017).

As we know, social media has now spread to all corners of the world and provides different benefits in its fields. Social media is content whose creation process uses publishing technology that can be accessed easily and measurably. (Suryaningsih, 2020). So the competence of the school principal is a factor that cannot be separated in the use of social media, because it is very useful In improving the image of the school and also in school promotion activities, social media is also a means of communication, both external and internal agencies and institutions will all need social media.

The principal of Ibnu Aqil Vocational School is a technology-literate principal, so during Covid-19, all teachers, including the principal, emphasized online learning, so the principal must understand how to use social media. The school principal also has competence in using social media, therefore the Ibnu Aqil Vocational School has social media which is quite active in updating its activities. The school's social media is Instagram, which has 2,493 followers and 337 posts. Facebook account has 606 followers liked by 541 people, the YouTube account has 3.59 thousand subscribers and has posted 155 videos, the website also provides a lot of information ranging from school activities to new student admissions via links which is on the website. From several existing social media, schools at SMK Ibnu Aqil prioritizes Instagram as a medium for updating activities

based on the results of interviews conducted by researchers. According to the results of research conducted by Riya Widayanti (2015), the rapid progress of information technology has an impact on all parts of life, which cannot be separated from its use in the field of education. The use of information technology has an impact on the transmission of academic and non-academic information. (Mastuti, 2022).

3. Management of social media development as a means of increasing the number of new students  
Special attention must be paid to managing social media in schools so that social media remains active and a wealth of information is available to the community and school members. The allure of social media then plays an important role in the development of a person's communication skills. The goal of social media management is to identify goals and content, as well as which social media platforms will be used to communicate information.

Managing social media requires a smart, capable and mature strategy so that social media management runs well and optimally. Management of social media is part of the principal's strategy implemented by individual institutions or school institutions. The most common purposes for using social media are to build relationships, brand building, publicity, promotion and market research (Susan, 2011). The social media used by educational institutions is slightly different from the social media used by the general public. Social media owned by educational institutions is used for marketing, so that it can make communication easier to attract new students.

The Ibnu Aqil Vocational School in managing social media has a special operator in the IT field. Seeing the large number of competitors, Ibnu Aqil Vocational School demands schools to make innovations in implementation Social media-based education marketing strategy management marketing strategy is carried out not only during the new school year, but every day there are religious activities. This shows that SMK Ibnu Aqil has carried out indirect marketing to attract the public or prospective students who want to study at Ibnu Aqil Vocational School with a marketing strategy for religious education through social media.

In maintaining the trust of the public or parents of Ibnu Aqil Vocational School students as the object of social media-based educational marketing strategy management, as a marketing manager, we maintain some content so that it can be accepted as much as possible by the general public as marketing propaganda for the Ibnu Aqil Vocational School school by not exaggerating the content published via social media, while some content that is usually published via social media includes, such as religious activities, socialization activities for international Japanese language class programs, championships in the arts and other positive activities. From The activities uploaded by the Ibnu Aqil Vocational School are an effort to attract the interest of new students.

So social media can be used as promotional material. We Are Social and Hootsuite estimate that 61.8 percent of Indonesia's total population of 274.9 million people use social media. Social media is a very effective marketing tool in Indonesia, with 170 million promotional social media users. (Saudana, 2018).

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