Social Media Management Assistance for SMA Muhammadiyah Trensains Sragen

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Abstract. The problem that partners have is low engagement on social media, and the number of stories posted is only 4 to 5 content per month. With the potential for achievement, there should be an opportunity to tell the process of achievement to the application content of science in everyday life. The UMY community service team is trying to unravel the problems in social media management at Trensains Sragen High School by offering the following solutions: creating a schedule of targeted content as daily content, starting to create storytelling to provide brand experience to followers, managing content regularly from beginning range planning to meetings editorial, creation and upload, start collaborating with parents, teachers, and employees in the content production process. This community service results in the management of scheduled and consistent digital marketing communications capable of increasing consumer engagement on social media. Novelty from this study comes from the impact on expanding consumer trust, value, satisfaction, and loyalty.

1 Background

SMA Trensains Sragen is a Muhammadiyah flagship school in Central Java. This school with a pesantren format is not ordinary but science pesantren. Trensains strives to produce 21st-century Muslim scientists. Trensains students have good Arabic language skills as a tool for understanding the Quran and being skilled in mathematics and science [1]. Santri Trensains has also made Indonesia proud at the world level. Students from SMA Trensains Muhammadiyah Sragen who took part in the 2022 World Science, Environment and Engineering Competition (WSEEC) at the University of Indonesia, Indonesia, July 17-20, 2022, managed to win two gold and five silver. Three hundred-five teams from 22 countries attended the international research competition. AISEEF was held in a hybrid manner for three days, on July 17,18,19, and 20, 2022 [2].

Fig. 1. Two SMA Trensains students on the podium of the 2022 World Science, Environment and Engineering Competition (WSEEC), at the University of Indonesia, Indonesia

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The Science Boarding School of Trensains Muhammadiyah Sragen High School is the flagship school of the National Muhammadiyah and the best Muhammadiyah school according to the UTBK Achievement 2020. SMA Trensains Muhammadiyah Sragen is in the top 5, with an average score of 534,637. This ranking comes from data reported by LTMPT (Institute for Higher Education Entrance Test), an institution under the auspices of the Ministry of Education and Culture of the Republic of Indonesia, which administers the college entrance test for prospective new students [3].

The problem that partners have is low engagement on social media, and the number of stories posted is only 4 to 5 content per month. With the potential for achievement, there should be an opportunity to tell the process of achievement to the application content of science in everyday life.

The following is a graphic analysis of the SMA Trensains Muhammadiyah Sragen Instagram account at @trensains_sragen.

**Fig. 2. Average engagement to SMA Trensains on August 17, 2022 – November 10, 2022**

These are the results of our monitoring of Instagram activity @trensains_sragen for August 17, 2022, to November 10, 2022; for three months, the average engagement for each post was 67, consisting of 66 likes and one comment.

**Fig. 3. Total Post SMA Trensains period August 17, 2022 – November 10, 2022**

For the number of posts in the same period, the Instagram account @trensains_sragen is an average of 4 posts per month or 1 post per week [4].
2 Methodology

The solutions we have planned for partners will be realized in the following stages:

a. Observation and planning
Observations aim to explore the general conditions of social media management problems at SMA Trensains Muhammadiyah Sragen, which we do by conducting Focus Group Discussions with school administrators

b. Pre Test
This stage is carried out to measure the level of productivity in managing social media content. The test was carried out by calculating engagement from the number of posts, likes, and comments before this training.

c. Implementation of education
We will educate on improving the management and production of social media content through storytelling in one session in a workshop format.

d. Program evaluation
Aiming to see the impact of the solutions we offer through a post-test, this is done by calculating engagement from the number of posts, likes, and comments after this training.

3 Result and Discussion

To increase the productivity of managing social media at SMA Trensains Muhammadiyah Sragen, we have gradually assisted, namely:

a. Observation and planning
Observations were made in a group discussion forum with the school head, Ust. Sunardi, S.Si, vice principal for academic affairs Agus Widayoko, M.Pd., Gr and principal for Al Islam and Kemuhamadiyahan Hakim Zanky, Lc. From this FGD, the fact emerged that the teacher carried out the management of social media as an additional task on the sidelines of teaching as the primary job. Therefore, the amount and theme of content posted had yet to be scheduled consistently.

b. Pre Test
This stage is carried out to measure the level of productivity in managing social media content. The test was carried out by calculating engagement from the number of posts, likes, and comments before this training.

The following is a graphic analysis of the SMA Trensains Muhammadiyah Sragen Instagram account at @trensains_sragen

![Average Engagement](image)

Fig. 4. Average engagement to SMA Trensains period August 17, 2022 – November 10, 2022
These are the results of our monitoring of Instagram activity @trensains_sragen for August 17, 2022, to November 10, 2022; for three months, the average engagement for each post was 67, consisting of 66 likes and one comment.

![Graph showing total posts and engagement](image)

**Fig. 5.** Total Posts of SMA Trensains period August 17, 2022 – November 10, 2022

For the number of posts in the same period, the Instagram account @trensains_sragen is an average of 4 posts per month or one post per week [4].

c. Implementation of education

We educated on improving the management and production of social media content through storytelling in one session in a workshop format. Held on February 5, 2023, at the SMA Trensains Muhammadiyah Sragen, this workshop presented Dr Fajar Junaedi from the UMY Communication Science Study Program to provide material related to brand journalism. In this workshop, teachers and students received training in creating a social media content schedule for Instagram; the participants also brainstormed to provoke user-generated content by responding to the routines of parents who visit their children on holidays. The result of this brainstorming is to react to the trophy rack as a photo spot so that when parents take pictures, they will simultaneously convey the image of SMA Trensains Muhammadiyah as a school that excels in science.

![Workshop image](image)

**Fig. 6.** Workshop on Brand Journalism with Dr. Fajar Junaedi

d. Program evaluation

After implementing education, we saw the impact of the solutions we offered through the post-test; for four months, we monitored the development of social media management at SMA Muhammadiyah Trensains by calculating engagement, namely from the number of posts, likes, and comments.
The following is a table of our monitoring results for four months:

![Table of monitoring results](image)

**Fig. 7.** Total Trensains Senior High School Post for the period February 22, 2023 – May 20, 2023

During the four months, we monitored 52 pieces of content produced by SMA Trensains Muhammadiyah Sragen. This overall content generated 6,607 likes and 56 comments. On average, 13 pieces of content per month have been created, increasing from the previous four monthly ranges. The average engagement for each post is now 128, an increase from the last 67 engagements.

Patterns of digital marketing communication through social media that are carried out on a scheduled and regular basis can build brand engagement [5], brand loyalty [6], trust [7], increase value [8], and satisfaction [9] between brands and consumers. From the consumer side, this engagement begins with the motivation to seek information that encourages them to consume brand content. Then, it continues with self-expression motivation that enables them to direct themselves to contribute to activities [10], such as making UGC [11]. Marketers should note that this consumer interactivity differs at various age levels [12] and is influenced by recommendations from close friends, compatibility, brand credibility [13], and brand knowledge [14].

The process of activating mindsets triggers engagement between brands and followers on social media [15], a culture of open communication and participation [16] content created by account aggregators (information marketers) [17] acquisition of information or educative experiences felt by followers [18] interactivity of account managers [19] messages associated with benefits for consumers [20] compensation provided by brands [21] Quality of perceived experience [22] and motivation to seek information [10]. The impact of engagement on social media is in line with cognitive engagement among followers [23] and can support the learning process [24].

**4 Conclusion**

Scheduled and consistent management of digital marketing communications can increase consumer engagement on social media. This impacts increasing consumer trust, value, satisfaction and loyalty, namely parents of students at school. However, it should be noted that the level of interaction is different at each age level. So, if a social media manager wants to develop a digital marketing communication strategy for alums, it is necessary to plan the content that suits them.
References


