



UNISKA Digital Promotion Content Improvement Strategy: An Analysis, Training, and Sustainable Mentoring Approach

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ABSTRACT

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This program outlines an initiative focused on analysis, training, and mentoring for the development of digital promotion content at Universitas Islam Kadiri (UNISKA). The aim is to enhance UNISKA's promotional effectiveness in the digital era, reaching prospective students and the wider community. This Community Service Program (PkM), a collaboration between LPPM UNESA and UNISKA, explicitly targets knowledge and skill transfer, empowering UNISKA to independently and sustainably manage its digital promotion strategies. The program's core involves in-depth needs analysis, comprehensive media content analysis, market research, and the creation of effective content (text, images, videos, infographics). Crucially, the program emphasizes continuous training and mentoring for the UNISKA team. This holistic approach is expected to significantly contribute to increasing student enrollment and quality. The expected outcomes include improved digital promotion strategies for UNISKA, a wider audience reach, enhanced brand image, and greater student interest. Furthermore, this research aims to contribute to the field of digital promotion in higher education and, critically, build UNISKA's internal capacity through practical analysis, training, and mentoring, ensuring sustainable educational advancement.

1. INTRODUCTION

In today's digital landscape, a robust online presence is critical for universities to attract prospective students and cultivate a strong brand image amidst fierce competition (Al-Khawaldeh, 2023). Research consistently shows that digital platforms are now primary channels for educational institutions to connect with the public and disseminate information effectively (Hemsley et al., 2018). Universitas Islam Kadiri (UNISKA), despite its significant academic potential, faces challenges in leveraging these digital platforms. Its current digital promotion lacks structure, innovation, and engaging content, failing to resonate with its target audience and hindering optimal competition within the Indonesian higher education sector. The absence of systematic media content analysis and consistent internal team training further limits UNISKA's digital reach and overall effectiveness. This aligns with findings suggesting that a lack of in-house expertise and strategic content planning can severely impede an institution's digital marketing efforts (Smith et al., 2022).

To address these issues, this community service program offers a comprehensive solution focused on analysis, training, and mentoring. The program will begin with an in-depth need, target audience, and media content analysis of UNISKA's existing digital promotion. This will involve market research, surveys, and interviews to identify strengths, weaknesses, and areas for improvement, a methodology proven effective in informing targeted marketing strategies (Kotler, 2021). Based on these analytical insights, a tailored

content strategy will be developed, followed by the design and production of engaging and relevant digital promotion content, including text, images, videos, infographics, and animations. A cornerstone of this program is providing continuous training and mentoring to UNISKA's promotion team. This will cover essential modules such as effective media content analysis techniques, digital content creation strategies, and promotion platform management, ultimately empowering the UNISKA team to independently and sustainably manage their digital promotion efforts. Studies emphasize that capacity building through training is crucial for long-term organizational self-sufficiency in digital marketing (Brown, 2020).

The primary goal of this initiative is to assist UNISKA in designing and developing digital promotion content that maximizes its potential, thereby significantly enhancing its internal team's capacity in performing media content analysis and independently managing digital promotion. This direct outcome, achieved through dedicated training and mentoring, is expected to improve UNISKA's digital promotion effectiveness, help achieve its strategic enrolment goals, and strengthen its competitive position in the digital era.

2. RESEARCH METHOD

This Community Service Program (PkM) employs a systematic methodology, initiated by a Focus Group Discussion (FGD) to directly ascertain UNISKA's specific challenges and needs concerning digital promotion and media content analysis (Kitzinger, 1995). This initial step is crucial for tailoring solutions that are directly relevant to the partner's context, a practice advocated for effective community engagement (Green et al., 2005). Following the FGD, the proposing team will coordinate to formulate targeted solutions that align with the identified problems, ensuring a responsive and practical program design.

The program's implementation will proceed through the following key phases, with a strong emphasis on analysis, training, and mentoring:

Phase 1: Feasibility Study and Media Content Analysis

This foundational phase involves a preliminary study to determine UNISKA's specific promotional needs, with a particular focus on new student admissions. Crucially, this stage includes a detailed analysis of UNISKA's existing digital media content. This analysis aims to identify current patterns, strengths, and weaknesses in their promotional materials, providing a vital baseline for future improvements.

Such in-depth content analysis is recognized as indispensable for developing effective digital marketing strategies in educational contexts (Mangold et al., 2009). This will involve examining platform performance, content types, engagement rates, and message resonance, providing empirical data to inform subsequent content strategy development (Hayes, 2008).

Phase 2: Activity Implementation: Training and Mentoring

This is the core of the program, where the proposing team will execute the PkM activities according to a pre-defined schedule. A critical component of this implementation is providing intensive, hands-on training and ongoing mentoring to the UNISKA team. This practical approach will include dedicated sessions on effective media content analysis techniques, digital content creation strategies (encompassing text, visuals, and multimedia),

and proficient promotion platform management. The objective is to transfer sustainable skills, empowering UNISKA's team to independently manage and evolve their digital promotion efforts (Bandura, 1977). This capacity building is vital for long-term impact beyond the program's duration, ensuring UNISKA's continued growth in the digital sphere.

Phase 3: Monitoring and Evaluation

Throughout both the training and implementation phases, continuous monitoring and evaluation will be conducted collaboratively by the proposing team and LPPM UNESA. This ongoing assessment is essential for tracking progress, identifying any challenges, and making necessary adjustments to ensure the program's effectiveness and achieve its stated outcomes (Rossi et al., 2004). Regular feedback loops will be integrated to facilitate adaptive learning and optimize the training and mentoring processes.

3. RESULTS AND DISCUSSION

Before initiating content creation, a foundational analysis of objectives and audience was meticulously conducted. Key objectives for UNISKA's digital promotion included branding, promotion, information dissemination, entertainment, seeking support, and highlighting milestones. The target audience was precisely defined, encompassing current students, lecturers, staff, parents, alumni, government officials, and, crucially, prospective students and their parents. This initial analysis guided the selection of specific targets based on UNISKA's current situation and its future strategic goals for student recruitment and institutional visibility.

To measure content effectiveness, engagement metrics such as likes/dislikes, comments, shares, saves, and viral potential (e.g., "For You Page" or FYP status) were identified as crucial indicators. Furthermore, the positioning of UNISKA's content was carefully considered, with archetypes like "equal friend," "curious friend," or "smart friend" guiding the tone and style. Content development adhered to best practices emphasizing a well-designed concept, addressing relevant issues, fostering relatability, providing clear information, and ensuring ease of consumption (Chaffey, 2019). The program also mapped the audience journey, illustrating the progression from a "Potential Consumer" through stages like "Switcher Consumer" and "Habitual Consumer," ultimately aiming for a "Brand Best Friend" relationship (Lenskold, 2003). This journey, influenced by factors like satisfaction, switching behaviors, emotional experiences, and pride, was designed to guide potential students towards a strong commitment to UNISKA.

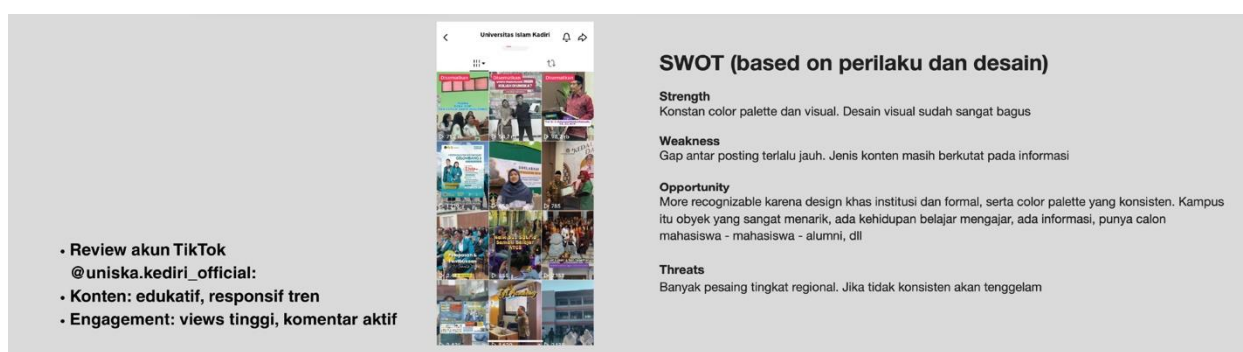


Figure 1. UNISKA Social Media Platform Analysis

A thorough SWOT analysis of UNISKA's social media presence was a core component of the initial analytical phase, meticulously examining both behavioral and design aspects to understand its current digital standing. This assessment revealed several key insights. Among its strengths, UNISKA consistently employs a coherent color palette and visual design, which clearly indicates a strong and recognizable visual identity. The overall visual design was highly effective in conveying professionalism and institutional character, providing a solid foundation for digital branding. However, significant weaknesses were identified, particularly concerning the inconsistency in content flow due to noticeable gaps between social media postings. Furthermore, the types of content were largely limited to simple information dissemination, lacking the variety necessary for dynamic audience engagement. Despite these weaknesses, opportunities abound for UNISKA. Its distinct institutional and formal design, combined with its consistent color palette, offers significant potential for increased recognition and distinction in the crowded digital space. Moreover, the inherent richness of a university environment—with its diverse learning activities, constant information flow, and vibrant community of prospective students, current students, and alumni—presents an attractive subject for creating a wide array of diverse and engaging content. Conversely, threats loom from the competitive landscape, as UNISKA operates among numerous regional competitors. Inconsistency in content posting and a lack of strategic diversification could lead to UNISKA being overshadowed, potentially impacting student enrollment and institutional growth.

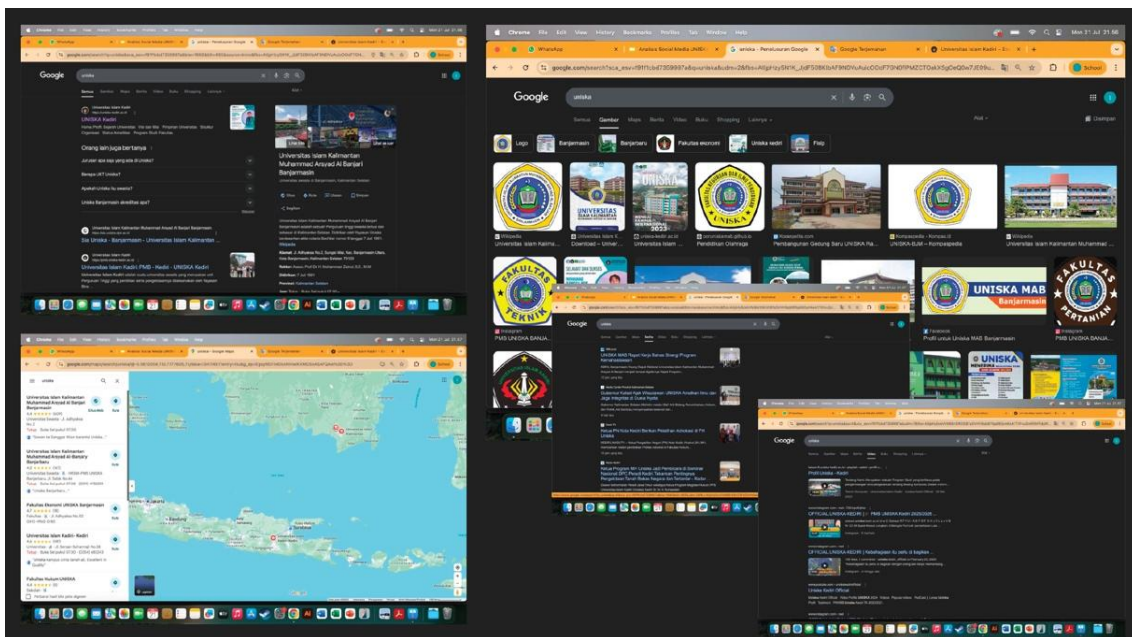


Figure 2. UNISKA Digital Media Platform Analysis

Based on these critical analytical insights, specific content development recommendations were formulated and subsequently implemented and reinforced through the program's training and mentoring phases. A strong emphasis was placed on the need to increase content variety, moving beyond static informational posts to more dynamic formats, including both feeds and reels, for UNISKA's digital platforms and highlight covers. This diversification aimed to enhance recognition and ensure consistency across all digital channels. To achieve this, diverse content themes were introduced; new areas included compelling student testimonies, particularly from high-achieving individuals, insightful

updates about UNISKA as an institution, and "trend jacking" content to leverage current social media trends and boost relevance. Examples from other successful universities like ITS Campus and Official UNESA were presented as benchmarks for effective and varied content strategies. Furthermore, the implementation prioritized creating more engaging and informative content to significantly boost UNISKA's engagement rate (ER). This involved incorporating trend-jacking posts, motivational quotes designed to actively involve the audience, and, importantly, content narrating the authentic experiences of students studying at UNISKA, alongside testimonial reels from accomplished students to craft relatable and inspiring narratives.

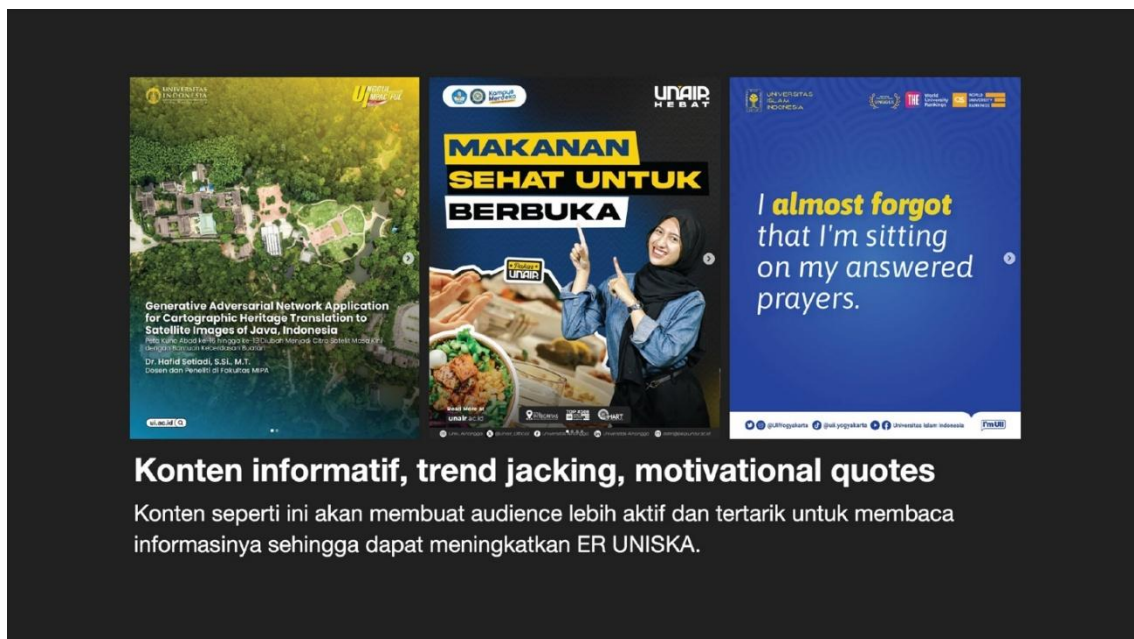


Figure 3. UNISKA content development suggestions

The training and mentoring provided throughout the program were instrumental in translating these analytical findings and recommendations into actionable strategies. The UNISKA team received intensive, hands-on training sessions specifically focusing on effective media content analysis techniques, digital content creation strategies, and promotion platform management. This practical guidance empowered the team to not only grasp the theoretical concepts but also to independently apply them in their daily tasks. For instance, the team learned to critically evaluate existing content based on identified objectives and audience segments, directly addressing the weaknesses pinpointed in the initial social media analysis. The continuous mentoring sessions offered ongoing support, enabling the UNISKA team to refine their content creation processes, experiment with new content types, and actively monitor their digital promotion performance. This continuous feedback loop was crucial for sustainable improvement and capacity building, aligning with principles of adult learning and skill transfer (Knowles et al., 2015).



Figure 4. Digital Promotion Training at UNISKA

4. CONCLUSION

This community service program successfully addressed Universitas Islam Kadiri (UNISKA)'s digital promotion challenges by designing and developing tailored digital content. The program's effectiveness stemmed from its core components: a thorough media content analysis that provided a deep understanding of existing promotional conditions, and the comprehensive provision of training and mentoring for the UNISKA team. This collaborative effort fundamentally contributes to helping UNISKA reach a larger audience, thereby significantly enhancing its visibility, reputation, and strengthening its position as a quality educational institution in the competitive landscape.

Ultimately, this collaboration is expected to positively impact UNISKA's overall development, including increasing the marketability of its students and alumni through more effective institutional promotion. Furthermore, the program's emphasis on practical analysis, training, and mentoring is anticipated to make a significant contribution to the advancement of scientific knowledge in the field of digital promotion, particularly within the context of higher education.

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