

Use of Website as Information Media and Learning Media for Madrasah Students in Ngawi Regency

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Abstrak: *This study aims to describe the quality of information submitted on the website at one of the Madrasahs in Ngawi Regency about the use of technology as a medium for disseminating information. The method used in this study is to use qualitative descriptive research. The data was obtained from content analysis and interviews as well as in-depth observations conducted in one of the Madrasahs in Ngawi Regency. The results showed that the use of information technology that is actively used is Instagram and YouTube, information dissemination and promotion that is actively managed and used by Madrasah.*

Keywords: Website, Information Media, Social Media

Abstrak: *Penelitian ini bertujuan untuk mendeskripsikan kualitas informasi yang disampaikan pada website di salah satu Madrasah di Kabupaten Ngawi tentang pemanfaatan teknologi sebagai media penyebaran informasi. Metode yang digunakan dalam penelitian ini adalah dengan menggunakan penelitian deskriptif kualitatif. Data tersebut diperoleh dari analisis konten dan wawancara serta pengamatan mendalam yang dilakukan di salah satu Madrasah di Kabupaten Ngawi. Hasil penelitian menunjukkan bahwa pemanfaatan teknologi informasi yang aktif digunakan adalah Instagram dan YouTube, penyebaran informasi dan promosi yang dikelola dan digunakan secara aktif oleh Madrasah.*

Kata Kunci: Website, Media Informasi, Media Sosial

Introduction

The development of technology in this day and age, especially information technology is developing very rapidly. Nowadays, it is often heard of internet-based technology which is the latest development of information technology¹. The development of technology today is more towards the use of *user friendly*, which is a situation where someone uses or operates tools, software, websites easily. Which means it makes it easier for users to understand and carry out internet functions.

¹ Febri Anugrati, Maylanny Christin, and Berlian Primadani, "Pengaruh Penggunaan Media Sosial Twitter Terhadap Motivasi Followers Pada Akun @Merryriana (Periode 01 Desember 2014-17 Januari 2015)," *E-Proceeding of Management 2*, no. 2 (2015): p. 2256-61.

The website is a means of delivering information online that has basic internet facilities that are able to penetrate the boundaries of space and time². Website or site can be defined as a collection of pages that display text data information, still image data or motion picture data, animation data, sound, video and a combination of all of them both static and dynamic which form a series of interrelated buildings where each linked to web pages³. The advantages of the web compared to print media, the web can be accessed anywhere and anytime by users without restrictions as long as the place has internet access with computer tools, laptops, smartphones and other internet-based digital tools.

Pages or websites can be accessed with a world wide web network called a website, which is a page that is equipped with image animation and can interact with databases (Kadir, 2003:386)⁴. One of the Madrasas in Ngawi currently has a web-based information system page learning facility that has a function as a school public relations, namely providing information and developing plans and activities related to activities in the school. In addition, the website also supports the administration of school data, employees, teachers and students. In this day and age, school websites are like windows where everyone in the world can find out information about the school, not just people who live around the school. This is supported by research Rahmania Utari who stated that various general publics had accessed the media website before visiting the school concerned, or how parents viewed the website to find out some academic or administrative and general information held by the school.

The ease of sharing information spread through social media or other internet networks is very helpful in receiving, sending and forwarding various information. However, as a result of too free dissemination of information, there will be an explosion of information where a lot of useless information is widely spread on social media, websites and other internet networks. The quality of information is the most important thing in the use of

² Yudie Irawan, Nanik Susanti, and Wiwit Agus Triyanto, "Analisa Dan Perancangan Sistem Informasi Sekolah Berbasis Website Untuk Penyampaian Informasi Sekolah Dan Media Promosi Kepada Masyarakat," *Simetris: Jurnal Teknik Mesin, Elektro Dan Ilmu Komputer* 7, no. 1 (April 1, 2016): p. 257-62, <https://doi.org/10.24176/SIMET.V7I1.512>.

³ Wendy Andriyan, Sarwan Septiawan, and Annisa Aulya, "Perancangan Website Sebagai Media Informasi Dan Peningkatan Citra Pada SMK Dewi Sartika Tangerang," *Jurnal Teknologi Terpadu* 6, no. 2 (2020): p. 79-88, <https://journal.nurulfikri.ac.id/index.php/jtt/article/view/289/166>.

⁴ Rahmania Utari, "Website Sebagai Media Humas Sekolah," *Jurnal Penelitian Ilmu Pendidikan* 6, no. 2 (2013): p. 78-87, <https://journal.uny.ac.id/index.php/jpip/article/view/4800>.

the website as a means of disseminating information for madrasahs. By conveying quality and quality information related to madrasahs, it will increase the impression and level of popularity of websites and social media managed by madrasahs. The popularity of a website and social media is influenced by how much the number of visitors from its utilization and use. The content contained in the uploaded content, the quality of the information, the update of the information submitted and so on. Website is one of the means of internet media that serves to display, introduce and even function as a medium for finding information that is needed⁵.

Every school must have an official website that is used as a place to contain various information. Schools can also provide continuous and transparent information about school programs, student achievement and other information through social media such as Facebook, Twitter, Instagram and websites⁶. One of the Madrasahs in Ngawi is one of the schools that uses websites as a means of disseminating information. This study was conducted to analyze how the use of websites as a means of disseminating information and promotion for madrasahs. There are two things that are the focus of research, namely the quality of information submitted on the website and the use of technology as a means or medium for disseminating madrasah information.

The quality of the website captures from the aspect of perception, which allows the engagement of interaction between the website and humans or users. These aspects focus on the affective aspects and cognitive aspects of a website, are qualitative and can be subjectively assessed by a community of users or visitors to the website. The focus of these aspects on the quality of the website is one of the assessments based on customer or user satisfaction, which then contributes to the emergence of the quality of the website as a combination of results that unite formal content and the characteristics of preceptual users (the ability of a child or someone to know the surrounding environment). According to CNET or Builder (2008), there are 7 criteria that determine a website including a good website or not, namely: Usability, Navigation System, Graphic Design, Content, Compatibility, Loading Time, and Functionality. According to Hasanov and Khalid (2015), user perceptions of website quality are based on features on the website that meet user needs

⁵ Ginanjar Akbar and Tri Irianto Tjendrowaseno, "Website Profil Sekolah Sebagai Media Informasi Dan Promosi," *Indonesian Journal of Networking and Security (IJNS)* 4, no. 1 (May 8, 2015): p. 34-38, <https://doi.org/10.55181/IJNS.V4I1.1316>.

⁶ Diningrum Citraningsih, Akif Khilmiah, and M. Nurul Yamin, "School Image Management during the Covid-19 Pandemic Era at Budi Mulia Dua Junior High School of Yogyakarta," *Tarbawi: Jurnal Keilmuan Manajemen Pendidikan* 7, no. 1 (2021): p. 113-22, <http://jurnal.uinbanten.ac.id/index.php/tarbawi/article/view/4324>.

and highlight the advantages of the website. Some websites are categorized into security, enjoyment, quality of information, ease of use, and quality of service⁷.

Method

The data collection method used in this study is to use qualitative descriptive research. How to review it by conducting an interview with the administrator of the school website and observing the content uploaded on the official website. This study used non-participant observation techniques, because the observations made only observed ongoing events and activities (Sugiyono 2015: 204). The object of this study is the official website of one of the Madarasah Aliyah Negeri d Ngawi Regency. Data collection methods:

1. Observation

Data collection by making direct observations of the object under study, ongoing activities on the object of study. In this case, the object of research used is the website of the state aliyah madrasah 1 ngawi.

2. Interview

In this case, the researcher interacts and communicates or questions and answers with sources or sources of information of the object under study. The researcher conducted an interview with one of the multimedia administrators and who created a website in the madrasa and also one of the student council administrators.

3. Documentation

Documentation technique is one of the techniques for collecting data indirectly, the data collected is obtained through supporting documents related to the data to be studied. In Sugiyono 2015: 82, explains that documents are records of events that have passed, can be in the form of writings, pictures, monumental works of a person.

Result and discussion

1. **Get to know information media and madrasah learning media Information media**

The word media comes from the Latin mediaum which literally means middle, intermediate, introductory. Also described by Djamarah (1995: 136) in the journal, media is any tool that can be used as a channel for messages to achieve learning goals. According to (Criticos, 1996), the media is one of the components of communication, namely as a messenger from the communicator to the communicant or recipient of the message.

⁷ Fathur Rohman and Didik Kurniawan, "Pengukuran Kualitas Website Badan Nasional Penanggulangan Bencana Menggunakan Metode Webqual 4.0," *Jurnal Ilmu Pengetahuan Dan Teknologi Komputer* 3, no. 1 (2017): p. 31-38, <http://bnpb.go.id>.

Meanwhile, information in general has a meaning, namely data that has been processed into another form that is more useful, namely knowledge or information intended for recipients in decision making both in the present and in the future (Gordon B. Davis 1998⁸; 11). According to Djahir (2015:10) in the journal *ipsikom* vol.8 no.1 (2020), information is the result of managing data into a more useful form for those who receive it, which describes a real event and can be used as a tool for decision making. Then the definition of information media can be concluded as useful material intended for recipients of information.

The selection of the type of media to be used as a purpose for disseminating information should consider the characteristics and classification of the media. Among them are the ability to present images, color factors, motion factors, language factors, and relationship factors between image and sound elements. The use of media must be directed to achieve the mission of the services of related agencies or madrasahs, namely the services of educational, information, cultural, hobby and recreational programs. The use of media itself has several purposes, namely to motivate a person or user to have a certain behavior (*to motive*), convey information (*to inform*) and as a means of learning (*to instruct*).

So the definition of information media can be concluded as a tool used to collect and compile information so that it becomes useful material for information recipients, while information media are graphic, photographic or electronic tools to capture, process and recompose visual information.

a. Website

According to Lukmanul, the website is an internet facility that connects documents within the local and remote scope. Documents on a website can also be called web pages and links on a website allow users to move from one page to another (hyper text), both between pages stored on the same server and servers around the world.

The website is a means of disseminating promotion and information as well as a source of teaching materials that can be used by various groups⁹, so that almost every institution and school or madrasah has an official or official website managed by school administrators. By going through the website everyone will be able to find out information, events or events and developments in a place without visiting directly or knowing the place directly. Some of the advantages of a website are many attractive themes

⁸ Muhamad Parhan, Jenuri Jenuri, and Mohammad Rindu Fajar Islamy, "Media Sosial Dan Fenomena Hoax: Tinjauan Islam Dalam Etika Berkomunikasi," *Communicatus: Jurnal Ilmu Komunikasi* 5, no. 1 (June 26, 2021): p. 59-80, <https://doi.org/10.15575/cjik.v5i1.12887>.

⁹ Mujiyono Wiryotinoyo et al., "Pemanfaatan Website Sebagai Media Promosi Dan Sumber Belajar Di Sekolah Menengah," *Jurnal Abdi Pendidikan* 1, no. 1 (2020): p. 1-5.

and easy to replace, have an attractive and simple appearance or layout, are easy to create and quickly indexed by Google. Websites or blogs can also be used as an alternative to learning and learning resources. However, optimizing the use of websites has many obstacles, including the most common is the lack of interest in reading or literacy in the Indonesian community. Many prefer to read less useful news such as gossip artists or just look at social media entertainment. This is also supported by the rampant spread of hoax news and other less useful news. So that the public is made it difficult to sort out which news is true and which is a hoax.¹⁰

b. Social Media

The definition of social media according to Mayfield provides an overview in the form of a definition of social media where according to him the definition of social media is a medium whose users easily participate, share and create roles, especially blogs, social networks, wikis / online encyclopedias, virtual forums including virtual worlds (with avatars or 3D characters). Social media invites anyone interested to participate in contributing and giving feedback openly, providing comments and sharing information in a fast and unlimited time. According to Heinlein, there are six types of social media, namely collaboration projects (Wikipedia), blogs or microblogs (example: twitter), content communities (example: youtube), social networking sites (example: facebook, instargram), virtual games (example: minicraft), and virtual social (example: second life).¹¹

So it can be concluded that social media is an internet medium that allows users to present themselves and interact, cooperate, share, communicate with other users and form social bonds virtually.

2. The quality of the information submitted on the website

The quality of information is related to the use of the website system, user satisfaction, and the benefits of the website itself. The quality of information has several characteristics such as the accuracy of information, the relevance of information, timeliness and completeness of information. The quality of information is a key to user satisfaction at an agency related to the information presented on the web page. In the end, the quality of information is used as a benchmark for user satisfaction. The web page provided by Madasah has a relationship with the information presented has

¹⁰ Parhan, M., Jenuri, J., & Islamy, M. R. F. (2021). Media Sosial dan Fenomena Hoax: Tinjauan Islam dalam Etika Bekomunikas. *Communicatus: Jurnal Ilmu komunikasi*, 5(1), p. 59-80.

¹¹ Diyyana, E. (2020). Pengaruh Pemanfaatan Media Sosial Terhadap Minat Dan Hasil Belajar Ski Siswa Kelas Viii Di Mts Al Huda Bandung Tulungagung.

the accuracy of the information, because every information presented is clearly processed and explains the information that is actually related to the madrasa. The information presented is quite relevant with regard to school activities and achievements although it has some shortcomings in presenting information.

From the results of the content analysis uploaded on the website Madrasah only contains information about madrasah activities, surveys about parents, learning, and education, vision and mission and goals of madrasahs, contacts, and galleries. On the homepage of the website, there is information about the latest madrasahs, namely about news of madrasah activities, awards and achievements achieved by Madrasah Students. What is interesting about this Madrasah website is that there is a survey from parents about satisfaction with service, learning and education in madrasahs. This can help attract the interest of the visitors to the website and better know how the quality of the school's services are. Even so, there are still some shortcomings regarding the survey information submitted only in the form of graphs, not explained in detail about what are the advantages of services, learning in schools and how the quality of education is taught in schools.

There are two websites owned by Madrasah, the first of which serves as a promotional medium and introduces the public to schools and school activities. The second is the PPDB website which is used as a medium for registering new students. These two websites are not used as one because the PPDB website is actually an application intended for prospective new students, so the PPDB website is only used as a support that will be directly connected to the application. The reason why it is not directly explored on one website is that the PPDB application is only used temporarily for registration, if it is used on one website, it will make it difficult for administrators to manage data. In addition, the database that will be loaded becomes too large so that accessing it will easily experience errors.

The use of the website itself is actually not very effective because people prefer to use social media to find information. For example, the latest news through Twitter traffic or the most frequently used is the TikTok application, which quickly spreads information supported by audio-visual so that it is packaged to be more attractive to the public. Even so, the information obtained from social media does not always have a guaranteed quality, therefore the use of the website is also important as a dissemination of official information sourced directly from related parties or schools, so that there is no confusing news about the school. In addition, the website is one of the easy-to-use means to store data and can be used as an online school registration form, so that prospective students do not have to bother visiting the school can directly register through the ppdb website and application that has been provided by the school. The information contained on the website does not have a specific classification or criteria and is only

related to school activities. The public can directly communicate with the school operator through the website with the chat feature and upload the required form documents, for example for the purposes of new student registration. The features on this website are built according to the needs of the school. The existence of this website portal is very helpful for the school in disseminating information and making it easier for the community to communicate and obtain information without having to come to school¹².

3. Utilization of technology as information dissemination

The use of information and communication technology in the dissemination of school information is a necessity and obligation considering the rapidly developing technological advances and demands of the times. Internet technology is the right technology to be used as a facility such as a source of information and a source of data that can be accessed quickly and without restrictions on time, distance and place. The internet is an important service center in all fields of education. Internet technology is a place for learning resources, sources of information and learning media, especially in the pandemic era which inevitably requires schools to be more active in using internet technology as a learning medium.

Many schools use internet technology such as social media as a means of disseminating information and promotional media. According to Kottler and Keller (2012), social media is a means for consumers to share text, image, audio and video information with each other and with companies and vice versa. Meanwhile, according to Boyd in Nasrullah (2015) social media as a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play with each other. It can be concluded that social media is a means for consumers or users to interact and communicate with each other through text, images, audio and video.

Research from DataReportal shows that the number of Indonesian social media users reached 191.4 million in January 2022. This number increased by 21 million or 12.6 percent from 2021. This is equivalent to 68.9 percent of the total population in the country. The following is a list of the most popular and frequently used social media by Indonesians¹³:

¹² Riki Afriansyah et al., "Pembuatan Portal Website Sekolah Sma Negeri 1 Sungailiat Sebagai Media Informasi," *Dinamisia : Jurnal Pengabdian Kepada Masyarakat* 5, no. 1 (November 27, 2021): p. 154-60, <https://doi.org/10.31849/DINAMISIA.V5I1.4413>.

¹³ Prastya, Dicky. *Jumlah Pengguna Media Sosial Indonesia Capai 191,4 Juta per 2022*. <https://www.suara.com/tekno/2022/02/23/191809/jumlah-pengguna-media-sosial-indonesia-capai-1914-juta-per-2022>. Diakses pada 28 September 2022

a. Youtube

According to Sianipar (2013) YouTube is a database containing video content that is popular on social media as well as a provider of various helpful information. Youtube has a function to search for video information or view videos directly. Youtube is designed as a video sharing site that is very popular especially among the younger generation and even YouTube as a site for sharing information in today's digital era. The younger generation almost mostly uses youtube in their daily life¹⁴. The various advantages to being a Youtube creator and is the most popular social media because the available content is packed with interesting edits and also provides audio-visual or video features, making Youtube one of the most popular social media and used by the Indonesian population, especially among teenagers and children. It is also used by schools or madrasahs to create content related to school activities and also as a medium to promote schools or madrasahs.

The videos contained in Youtube content have various types of content such as content in the form of tutorials, short films, entertainment, education, and so on. information in the form of videos will easily make a person more responsive about the information conveyed and the message contained in it. Therefore, youtube has become one of the popular and most used online social media today because it is useful to meet information needs.

a. Facebook

Facebook is a social networking website where members can join communities such as cities, work, schools, and areas to connect and interact with others. The research said that the number of Facebook users in Indonesia reached 129.9 million users at the beginning of 2022. With this, the percentage of Facebook users in Indonesia is equivalent to 46.8 percent of the total population in Indonesia¹⁵. According to data from Webershandwick, a public relations company and communication service provider, there are around 65 million active Facebook users in Indonesia. A total of 33 million active users per day, 55 million active users who use mobile devices in their access per month and about 28 million active users who use mobile devices per day¹⁶.

¹⁴ Fransiska Timoria Samosir, Dwi Nurina Pitasari, and Purwaka dan Purwadi Eka Tjahjono, "Efektivitas Youtube Sebagai Media Pembelajaran Mahasiswa (Studi Di Fakultas FISIP Universitas Bengkulu)," *Record and Library* 4, no. 2 (2018): p. 81-91, <https://e-journal.unair.ac.id/RLJ/article/download/8000/8356/55340>.

¹⁵ Dicky Prastya.

¹⁶ Kominfo: Pengguna Internet di Indonesia 63 Juta Orang <https://www.kominfo.go.id/content/detail/3415/kominfo-pengguna->

Activities that can be carried out using the Facebook application, for example, the distribution of brochures for admission of new students at Madrasah Aliyah Negeri 1 Ngawi, along with information and information broadcast to the public through the madrasah facebook account profile is more transparent and more modern. Information that is updated at any time makes users communicate more often and is anesthetized by the information needed or content uploaded with funny or entertaining edits, will attract users to visit the facebook profile wherever and whenever to make good use of it.

b. Instagram

Instagram comes from the notion of the overall function of the application. The word "insta" comes from the word "instant", in the great language of the indonesian language has a direct meaning. Like the Polaroid camera that existed in its time, it was better known as "instant photo". On the Instagram application, it allows users to upload photos and videos to the feed which can be edited with various filters and arranged with tags or hashtags (hash marks) and information about the location according to what content the user uploads as desired¹⁷. The number of Instagram users in Indonesia in 2022 will reach 99.15 million users, equivalent to 35.7 percent of the total population in Indonesia¹⁸.

Social media is a very effective medium to use as a promotional medium. From the results of content analysis on Instagram, people are promoting more things, whether it is goods or products on social media, which they think is easy and the media is also booming and widely used. That way the use of Instagram as a medium for promoting schools, especially at the high school level (SMA / MA) is the right way. The average instagram user is teenagers aged 18-24 years as many as 33.90 million users¹⁹.

c. Twitter

Based on the book written by Hadi (2010: 2) in the journal, the definition of twitter is a microblog site that provides facilities for users to send a text message with a maximum length of 140 characters via SMS,

internet-di-indonesia-63-juta-orang/0/berita_satker . Diakses pada 28 September 2022.

¹⁷ Riska Indah Cahyani, "Peran Media Sosial Instagram Akun Akhyar Tv Dalam Penyebaran Dakwah" (2018).

¹⁸ Dicky Prastya.

¹⁹ Cahyani, "Peran Media Sosial Instagram Akun Akhyar Tv Dalam Penyebaran Dakwah."

instant message sender, electronic mail²⁰. The number of twitter application users in Indonesia reached 18.45 million users, equivalent to 6.6 percent of the total population in 2022²¹.

The use of social media twitter in disseminating information and promotion for schools or madrasahs does not according to researchers is not appropriate. Because on social media Twitter is considered to have the nature of a less formal media or an informal one. It is only used as a place to vent, share memes or jokes, and is not very important compared to other social media. However, Twitter also has great advantages and potential as a medium that can reach information sharing between users. In addition, Twitter is also a place where a lot of information is stored and shared with very fast spread.

In overcoming the rampant use of social media among the Indonesian people, One of the Madrasahs in Ngawi is also one of the schools that actively uses social media as a dissemination of information about school activities and information related to announcements and others. The following is the official social media of Madrasah

No	Nama media sosial	Followers	Aktif
1.	Facebook	4939	✓
2.	Instagram	2835	✓
3.	Twitter	392	✓
4.	Youtube	372	✓

From the data table above, the use of Facebook is not very active because currently there are not many who are active in using the application as a communication medium. Most of them only make Facebook as a supporting medium to connect with other social media such as Instagram and so on. Even so, the management still uploads content related to school achievements and activities. Teenagers are now more active in using social media such as Instagram and YouTube. For the use of twitter Madrasah is not very active in using it. The content uploaded on man1 Ngawi's official Instagram contains more content about student achievements in academic and non-academic fields.

²⁰ Anugratami, Christin, and Primadani, "Pengaruh Penggunaan Media Sosial Twitter Terhadap Motivasi Followers Pada Akun @Merryriana (Periode 01 December 2014-17 Januari 2015)."

²¹ Dicky Prastya.

From the results of an interview conducted with one of the multimedia management teachers at Madrasah Aliyah Ngawi, according to Mr. Tatuk Gityaswinarko, teenagers nowadays tend to prefer social media which not only presents information in the form of writing but they are much more interested in content that displays visual or audio-visual. So that instagram and youTube social media play a role as school public relations as well as media for promoting and disseminating school information. Of the four social media owned by Madrasah, only Instagram and YouTube are effective in their use.

Discussion

From the analysis and research that has been carried out on the website in several favorite schools in the city of Ngawi, there are still some shortcomings of information that should be contained in the website such as information related to extracurriculars and majors not explained on the website. When compared to the other two high schools, the information on the website is more complete regarding the school.

School	Excess	Deficiency
Madrasah	There is a page that contains a survey of parents, learning and education	There was no further details about the survey. There is still a lack of information such as majors and extracurriculars
Pavorit Madrasah	Contains complete information about school activities and social media.	Loading in the web takes quite a while
Favorit Madrasah	Contains data from teachers, alumni and students. News related to school activities and there is a special page about articles by teachers	The layout is less attractive

From the table above, it can be compared between the menus contained in the two favorite high schools that compete with Madrasah Ngawi in terms of the completeness of the information submitted, it is clear

that it is much more complete at favorit High School. It is necessary to update the content and information on the website.

From the effectiveness of using the website is still very ineffective in its use, the effective website is only used as a registration medium. In fact, if it can be processed further, a lot of information can be loaded on the website. Like favorite high schools, there are pages that are meant to contain articles by teachers, perhaps this can be exemplified by adding articles by students. In addition, there are various obstacles in managing the website, including:

1. Lack of knowledge in utilizing and managing websites
2. The target of the school is teenagers who prefer content that provides visuals or audio-visuals
3. Lack of literacy
4. Still not got the right format for the website

Conclusion

The results showed that: first, the use of the website as a means of school information media with the content presented on the website page is limited to writing blogs and images that are packaged less attractive and not optimally managed by the person in charge so that the use of the website is now only limited as a medium of liaison and support as well as a database of new student registration. Second, the use of information technology in the form of social media that is actively used is Instagram and YouTube, both social media are a means of disseminating information and promotion that are actively managed and used by Madrasahs. Technological developments that have an impact on social media, one of which is the website used by one of the favorite MAN in Ngawi Regency as information socialization and promotion. Websites are one of the means used to introduce schools to the wider community even though their use is less effective, because many prefer to use social media Instagram and YouTube. The content presented on the website is limited to writings such as blogs, so the use of the website is only limited to formalities and as a means of registration for new student admissions.

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Anugratami, Febri, Maylanny Christin, and Berlian Primadani. "Pengaruh Penggunaan Media Sosial Twitter Terhadap Motivasi Followers Pada Akun @Merryriana (Periode 01 Desember 2014-17 Januari 2015)." *E-Proceeding of Management* 2, no. 2 (2015): 2256-2261. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/889>.

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