

ABSTRACT

Nurhikmah. Utilization of Instagram Social Media @Official.unismuh as a means of promoting new student admissions at Muhammadiyah University Makassar.

The utilization of social media has become an essential strategy for higher education promotion, particularly through Instagram, which is highly favored by young generations. This study was conducted to examine the effectiveness of the Instagram account @official.unismuh in promoting new student admissions at Universitas Muhammadiyah Makassar. The research focuses on identifying how Instagram is used as a promotional tool and its impact on prospective students' interest. Using the Marketing Mix 4C theory (Context, Communication, Collaboration, Connection) and a qualitative descriptive method through observation, interviews, and documentation, the findings reveal that Instagram is actively used to disseminate admission information, showcase campus facilities, and build interactive engagement with prospective students. The analysis indicates that appealing visual content, prompt responses from administrators, and collaborations with local influencers successfully strengthen the university's image and increase student enrollment interest. In conclusion, Instagram proves to be an effective medium for enhancing institutional branding and attracting new students, and it is recommended that the university continue to develop adaptive digital communication strategies, improve content quality, and expand collaborative networks to maintain competitiveness.

Keywords: Instagram, New Student Admission, Promotion, Social Media

Nurhikmah. Pemanfaatan Media Sosial Instagram @official.unismuh Sebagai Sarana Promosi Penerimaan Mahasiswa Baru Universitas Muhammadiyah Makassar.

Pemanfaatan media sosial merupakan strategi penting dalam promosi perguruan tinggi, khususnya melalui Instagram yang digemari generasi muda. Penelitian ini dilatarbelakangi oleh kebutuhan Universitas Muhammadiyah Makassar untuk meningkatkan efektivitas promosi penerimaan mahasiswa baru melalui akun Instagram @official.unismuh. Rumusan masalah penelitian ini meliputi bentuk pemanfaatan Instagram sebagai sarana promosi dan dampaknya terhadap minat calon mahasiswa. Dengan menggunakan teori Marketing Mix 4C (Context, Communication, Collaboration, Connection) dan metode penelitian kualitatif deskriptif melalui observasi, wawancara, serta dokumentasi, penelitian ini menemukan bahwa Instagram aktif dimanfaatkan untuk menyebarkan informasi pendaftaran, menampilkan fasilitas kampus, dan membangun interaksi dengan calon mahasiswa. Hasil analisis menunjukkan bahwa konten visual yang menarik, kecepatan respon admin, dan kolaborasi dengan influencer lokal berhasil memperkuat citra kampus serta meningkatkan minat pendaftar.

Kata Kunci: Instagram, Media Sosial, Penerimaan Mahasiswa Baru, Promosi