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## Use Of Websites And Social Media As Information Systems At Smp Muhammadiyah 9 Yogyakarta

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### Abstract

*Not all educational institutions can maximize school websites and social media to support the continuity of education as a reliable media system in the digital era. Because of the critical role of the press in educational institutions, this article will describe the types and uses of social media and websites in educational institutions, especially at SMP Muhammadiyah 9 Yogyakarta. The method used in this research is a descriptive qualitative method – collecting data using interviews from two summers (1 employee and one teacher), observation, and documentation. The data analysis techniques in this study are; data collection, data reduction, data display, and conclusion. The findings of this study are; SMP Muhammadiyah 9 has several media systems; website, Instagram, Facebook, and youtube. However, the media is not managed properly and optimally, and it is evident that the school does not regularly update the system. Even if it is done, it will make a significant contribution to the progress of the school.*

**Key Words:** Educational institutions, information systems, websites, social media

### Introduction

Currently, Indonesia has entered the Industrial Revolution Era 4.0. In this era, humans have a solid attachment to information system technology. Information system technology has entered all aspects of human life, both in terms of economics, politics, social communication and education.

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In education, information system technology is one of the essential aspects that must be carried out, both in learning and management information systems in schools.

Management Information System is the interaction of an information system that provides good information to benefit operations or activities. The management information system processes data to describe availability in a series of information that is quite complete, which is stored and presented in other forms of communication to support implementation, management, and retrieval within an organization. (Badrudin & Nurdin, 2019)

Often we see schools in Indonesia already have websites and also Instagram, which is used to provide information related to activities carried out by the school. This information system can improve the quality of good education for the community, making it easier for teachers and students and more effective and efficient (Sari et al., 2019) . Aside from being an effort to provide broader information and more time to disclose this information, the school website ( Riki Afriansyah, 2020) is triggered by competition between institutions and awareness of establishing communication with external parties as well as a public relations medium. (Utari, 2018) Likewise with other media such as YouTube, apart from being a source of information and entertainment media, as well as alternative media to make it easier to complete tasks. (Utami & Zanah, 2021) . Facebook is also not just a promotional media system and a strategy to build and improve the school's image (Elyus & Soleh, 2021) but also an online learning medium that is more effective than ordinary online media. (Sibuea et al., 2020)

However, every educational institution, whether school or madrasah, public or private, can maximize and utilize the media system to advance schools due to various factors. There are not a few existing information systems in schools that fulfill the trend and cannot be utilized optimally. (Wulandari & As, 2018)

People who want to know about the information available at SMP Muhammadiyah 9 Yogyakarta, such as information on new student registration, must come to the school. This could be more efficient in terms of time. The school website provides more effective school promotion and broader reach.

A school website is expected to help SMP Muhammadiyah 9 Yogyakarta manage and provide helpful information for the school and the community. The school website has several benefits regarding exciting details. An information system can provide convenience for schools, teachers, and local school residents in accessing information about the school. This website can help the school admin control the data and information needed at SMP Muhammadiyah 9 Yogyakarta.

The availability of websites and social media at SMP Muhammadiyah 9 Yogyakarta will make it easier for the public to access information such as school profiles consisting of vision and mission, organizational structure, awards received, extracurriculars, competitions, and other events. The website can provide information in the form of campus activities that will be held or those that have been abolished. In addition, social media users who will be connected to the website are needed to accelerate school promotions. Websites and social media function not only related to school administration but also for learning that are innovative, comfortable and fun (Laugi, 2018) , even for building the school's self-image.

Apart from using the website as an information system, SMP Muhammadiyah 9 Yogyakarta also uses several social media as an information system. Following are the social media used by SMP Muhammadiyah 9 Yogyakarta and their links:

Table 1. Social media data owned by SMP Muhammadiyah 9 Yogyakarta

| Media Type | Address   |
|------------|---|
| Website    | <a href="https://smpmuh9yk.sch.id/">https://smpmuh9yk.sch.id/</a>   |
| Instagram  | <a href="https://instagram.com/smpmuh9yk?igshid=YmMyMTA2M2Y=">https://instagram.com/smpmuh9yk?igshid=YmMyMTA2M2Y=</a>   |
| YouTube    | <a href="https://youtube.com/@smpmuh9yk">https://youtube.com/@smpmuh9yk</a>   |
| Facebook   | <a href="https://www.facebook.com/profile.php?id=100054414403338&amp;mbextid=ZbWKwL">https://www.facebook.com/profile.php?id=100054414403338&amp;mbextid=ZbWKwL</a> |

Based on the table in For grouping, there are five kinds of social media according to the type used. First, social networks. This means that social media functions as a medium for socialization and interaction. Second, publish. This means that the media is used to provide the latest information and other information related to SMP Muhammadiyah 9 Yogyakarta.

Social media users by educational institutions streamline search and provide information quickly and effectively. Stating the presence of social media changes the way of communicating, and information about institutions in the field of education is easily accessible to everyone. Based on this explanation. This can be achieved by optimizing the use of social media as a media publication for institutions in the field of education (Siregar, 2022)

## **Methods**

This type of research used a qualitative method, according to Umar Sidiq & Moh. Miftachul Choiri qualitative research is an activity carried out to find out and understand the phenomena that are being experienced by research subjects (Umar Sidiq, Moh. Miftachul Choiri, 2019). In this study, data collection was carried out using observation and interviews. The respondents in this study consisted of 1 employee/educator and one educator (teacher). Observations and interviews were conducted on Monday, 26 December 2022 at SMP Muhammadiyah 9 Yogyakarta.

Techniques in this study are; after the data is collected, then reduced , presented and described or displayed data , then concluded . Data was collected from various sources through interviews and observations. Then data reduction is made by summarizing, choosing the main things, focusing on the important things and removing things considered less critical. Presentation of data, namely data that has been selected and then presented in the form of a short description in the form of narrative text. (Moleong, 2005) Concluding, namely, the data that has been raised is critically analyzed based on the facts obtained in the field. (Siregar, 2022) The decision is drawn in a narrative form to answer the problem formulation formulated.

## **Result & Discussion**

Based on the research we have done, SMP Muhammadiyah 9 Yogyakarta has the following media systems;

1. Youtube of SMP Muhammadiyah 9 Yogyakarta

Youtube social media has extraordinary benefits and features. Through YouTube videos, school profiles, and activities, science, and learning videos can also be provided to students.

Technology development is very influential in the school environment and among residents in this modern era. The emergence of social media

arises because the technology is so sophisticated. With this social media, we can find helpful information for students and teachers, such as looking for the latest news regarding learning materials or positive information. (Marselina, 2019)

Muhammadiyah 9 Yogyakarta Middle School has had one Youtube account since February 13, 2019. The following is a picture of the Muhammadiyah 9 Yogyakarta Middle School Youtube account display:



**Figure 1. Muhammadiyah 9 Yogyakarta Middle School Youtube account**

We can see that the profile photo for the SMP Muhammadiyah 9 Yogyakarta Youtube account uses the school logo. In the account description, you can find the address and slogan of SMP Muhammadiyah 9 Yogyakarta.

Table 2. Youtube data for SMP Muhammadiyah 9 Yogyakarta

| usernames | Subscribers | Account Visit | Video Content |
|-----------|-------------|---------------|---------------|
| smmuh9yk  | 569         | 32,839        | 44            |

The data above shows that Muhammadiyah 9 Yogyakarta Middle School uses the name muh nine yk junior high school as the Youtube account username. The school's YouTube account also has 569 subscribers. Thirty-two thousand eight hundred thirty-nine performances have visited

the SMP Muhammadiyah Yogyakarta Youtube account with 44 video content.

Video content on the Muhammadiyah 9 Yogyakarta Middle School Youtube account contains school profile videos, library profile videos, learning videos, videos on the history of the founding of Muhammadiyah, videos on socializing the implementation of offline learning in the new average era, teacher introduction videos and student competition videos. The last upload of video content on the SMP Muhammadiyah 9 Yogyakarta Youtube account was carried out in November.

Table 3. Latest Youtube Update Data

| No | Content-Type   | Update date        |
|----|--|--------------------|
| 1  | Pancasila Educational Profile Project                    | September 14, 2022 |
| 2  | Learning Video (Introduction to parts of Microsoft Word) | August 31, 2022    |
| 3  | LKI Lecture Contest                                      | August 22, 2022    |
| 4. | LKI Adhan Contest  | August 22, 2022    |
| 5  | IFI MTTQ competition                                     | August 22, 2022    |
| 6  | Dance Videos   | August 10, 2022    |
| 7  | Announcement of 2021-2022 Graduation                     | June 15, 2022      |
| 8  | Review of Bakmi Mbah Gito                                | October 22, 2021   |
| 9  | Excellent Service Training with UAD                      | July 28, 2022      |

Youtube media has used value and level of effectiveness for educational institutions. Among its uses are increasing students' knowledge, getting information about assignments, information development, and deepening teaching material. (Arham, 2020) To fulfill the maximum usability side, the intensity of uploading videos on YouTube is very important.

Based on research data entered in the table, the use of the SMP Muhammadiyah 9 Yogyakarta Youtube account has yet to be implemented optimally. We can also see that the SMP Muhammadiyah 9 Yogyakarta Youtube account has low intensity in uploading video

content. Without the intensity of video uploading, the existing information system cannot be used optimally. The SMP Muhammadiyah 9 Yogyakarta Youtube account could be reactivated into a Youtube account that could be used as an information system.

Using a Youtube account as an information system will make it easier for local people to access information related to SMP Muhammadiyah 9 Yogyakarta. In addition, it is expected that video content is not only associated with profile videos and learning videos but also contains a range of activities carried out by students. So that viewers can get information regarding the activities SMP Muhammadiyah 9 Yogyakarta students attended. This requires a strategic principal leadership strategy in this digital era: improving the quality of human resources in the field of technology and information, and mastering the 4C formula; critical thinking, creativity, communication, and collaboration. (Wening & Santosa, 2020)

## 2. SMP Muhammadiyah 9 Yogyakarta Instagram

Instagram is one of the most popular social media, especially among teenagers today. Light access so it's easy for anyone to access social media and get the latest information.

In education, Instagram can be used to introduce school profiles, activities and information at SMP Muhammadiyah 9 Yogyakarta. This can be done in various ways. First, create an Instagram account that posts school activities and provides photo spots at school to be uploaded by the teacher who is the admin. Second, information regarding educational institutions at SMP Muhammadiyah 9 Yogyakarta and those who mark institutions on Instagram will increase.

SMP Muhammadiyah 9 Yogyakarta started using an Instagram account as an information system in September 2015. The following is a screenshot of the SMP Muhammadiyah 9 Yogyakarta Instagram account page.

Based on the results of the capture of the profile of the SMP Muhammadiyah 9 Yogyakarta Instagram account using the school logo with a bio that contains information regarding the school's address and school contact.

Table 4. Instagram data

| usernames | Follower | Followed | Photo | Reels |
|-----------|----------|----------|-------|-------|
| smmuh9yk  | 1225     | 270      | 315   | 17    |

Based on data on the Instagram account SMP Muhammadiyah 9, Yogyakarta has 1,225 followers, follows 270 bills, has 315 photo content, and has 12 content reels. The information shared on the SMP Muhammadiyah 9 Yogyakarta Instagram account includes the implementation of new teaching-learning, PPDB (Acceptance of New Students), achievements achieved by students, and much more.

Information related to student activities and learning activities at school, including achievements that have been achieved if uploaded and informed on Instagram, can help improve the image or branding of a school with a good brand. Schools need to have brand awareness of the educational institution they are managing. The higher the brand awareness, the more positive the brand image and the brand image affects brand attitude. (Love et al., 2022)

Table 5. Latest Instagram Update Data

| No | Content-Type  | Update date       |
|----|---|-------------------|
| 1  | Information on the implementation of teaching-learning for 2022-2023                                      | January 1, 2023   |
| 2  | PPDB (New Student Acceptance)   | December 25, 2022 |
| 3. | Thank you to the parents of students for their support during the implementation of learning in 2021-2022 | December 25, 2022 |
| 4. | Appreciation for outstanding students   | December 25, 2022 |
| 5. | Teacher's Day greetings   | November 25, 2022 |



Based on data regarding the use of Instagram accounts as a school information system, they have not been used optimally. This is because the information updates on Instagram accounts still need to be higher, and many posts require descriptions. The uploaded content is actually quite informative for viewers, but viewers will be more interested if the content on Instagram updates more often. So that viewers will find out the latest information from SMP Muhammadiyah 9 Yogyakarta. Public relations admins can also use Instagram features to the fullest in managing the SMP Muhammadiyah 9 Yogyakarta Instagram account. Communities need brands related to educational institutions that are being addressed. Therefore branding educational institutions is essential in showing an identity in the community, (Kurli, 2023), especially in the context of a global society.

### 3. WhatsApp

The utilization of social media in the learning process has its benefits. At SMP Muhammadiyah 9 Yogyakarta, teachers take on the role of starting to use social media. The indications are that the teacher encourages students to create a WhatsApp group, and the teacher also makes a particular WhatsApp group for student guardians so that they can provide more precise information. (Sholekah & Wahyuni, 2019) This is significant because social media can help communicate between parents of students and class teachers in education at SMP Muhammadiyah 9 Yogyakarta. So with the WhatsApp group, parents of students can develop quickly in understanding and following all programs in an orderly and perfect manner.

It can be concluded that the results of observational research and direct interviews regarding the use of WhatsApp social media with school principals, teachers, and students can be concluded that the use of WhatsApp can be used as a means of communication between students and teachers and also parents of students related to school activities. and others. This is in line with the explanation above on.

Internet for community empowerment. This content uses the internet as a medium of communication that benefits the user community, for example, in the field of education. In the field of education, the government and the general public have paid attention to technological advances in today's modern era because they are very aware of the role and function of technology and information in progress in the world of education which can help achieve goals and objectives in the field of education so that they can be more effective and meaningful. (Putra et al., 2020)

#### 4. Muhammadiyah 9 Yogyakarta Middle School website

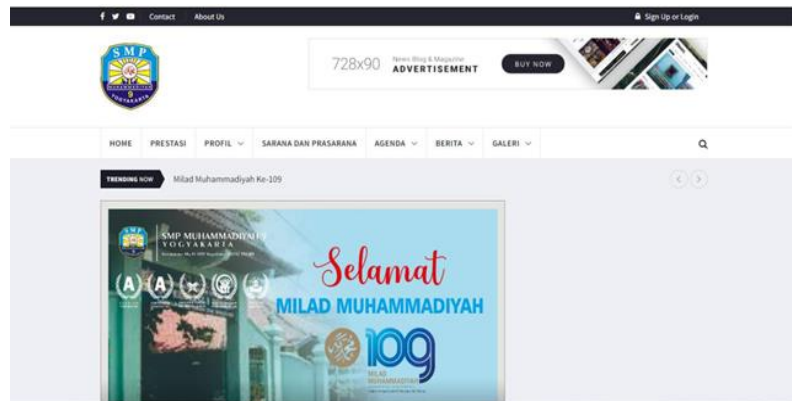
A website is a collection of pages incorporated into a dominant and subdominant, located on the world wide web on the internet. On the other hand, the website can also be interpreted as a page that contains data presented in the form of text, image data, and others that can be accessed using an internet network.

In an institution, the website is an official medium for disseminating information. The website serves to introduce school profiles, school activities, school academic schedules, and complete information on educational institutions at SMP Muhammadiyah Yogyakarta. (Amilia et al., 2022) Using websites in the modern era as a school information system is very common for us to meet and is considered adequate. Therefore, it has become a habit that every school has a website as an information system . (Rahmatullah et al., 2019)

The school website is a manifestation of school / madrasah public relations because it provides information regarding location, school activities, school achievements and programs issued by the school/madrasah. In addition, there are other objectives of the school website, including:

1. Support the Ministry of Education's program in optimizing the internet in madrasah environments.
2. Improving the quality of school administrators, teachers, and students
3. Internet socialization. (Wainah, 2020)

Based on the interviews and research, the SMP Muhammadiyah 9 Yogyakarta website consists of 7 menus: home, achievements, profiles, facilities and infrastructure, agenda, news and galleries. This menu option is found on the homepage of the website page.



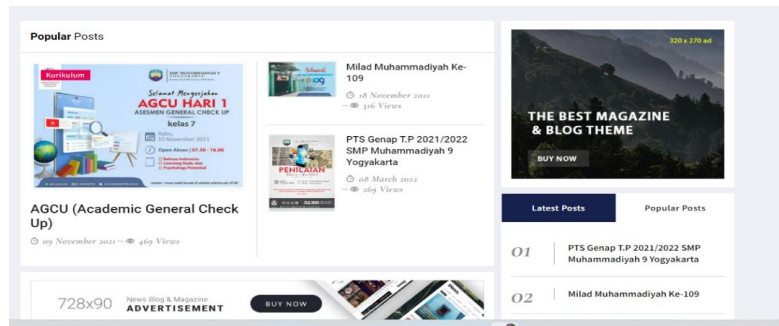
**Figure 3 . Homepage of SMP Muhammadiyah Yogyakarta website**

The menu options on the homepage of the website are still not easily accessible. This is because every time we click on one of the menus on the homepage, a 404 not found notification will appear. Of course, it is very unfortunate when the school website cannot be used optimally. If the school's website can be used and accessed optimally by school residents and community members, it will improve the school's image amid society.

In the upper left corner, there are social media logos, including Facebook, Twitter, and Youtube. When we click on the social media logo, we will immediately be connected to the social media. In addition to the social media logo, there is contact information for SMP Muhammadiyah 9 Yogyakarta, which can be contacted by everyone.



**Figure 4. Trending Post Websites**



**Figure 5. Popular Post Websites**

The homepage also has trending info at SMP Muhammadiyah 9 Yogyakarta. If we scroll down again, we will find popular and late posts. The famous post section contains news currently popular among the school community. Meanwhile, a late post is a post that has been uploaded for a long time by the admin. In addition, at the bottom of the website homepage, we will find information regarding addresses, emails, and contact numbers that can be reached. Other than for the publication of various activities, the use of websites and social media in educational institutions is for marketing. Social media is an excellent and effective aligner for marketing strategy. (Khan, 2013)

e. Facebook

Muhammadiyah 9 Yogyakarta Middle School joined using Facebook as an information system on February 1, 2011. The following shows the homepage of the Muhammadiyah 9 Yogyakarta Middle School Facebook account.



**Figure 8. Facebook account**

Based on the captured image above, it can be seen that the cover photo and profile photo of the SMP Muhammadiyah 9 Yogyakarta Facebook account uses the school logo. There is an email address for SMP Muhammadiyah 9 Yogyakarta if you want to get more information. Other existing data can be observed in the following table:

**Table 6. Facebook data**

| <b>usernames</b>              | <b>Follower</b> | <b>Photo</b> | <b>Videos</b> |
|-------------------------------|-----------------|--------------|---------------|
| SMP Muhammadiyah 9 Yogyakarta | 1,500           | 38           | 2             |

From the data above, it can be concluded that the school's Facebook account username is SMP Muhammadiyah 9 Yogyakarta, has 1,500 followers, and has 38 photos and 2 video content. The SMP Muhammadiyah 9 Yogyakarta Facebook account last uploaded content on August 17, 2021. (Islam et al., 2022)

## **CONCLUSION**

The use of websites and social media as school information systems can make it easier for schools to inform activities carried out by students. SMP Muhammadiyah 9 Yogyakarta is a school that utilizes websites and social media as information systems. Social media accounts owned by SMP Muhammadiyah 9 Yogyakarta include Instagram, Youtube and Facebook.

In this study, one problem was found that caused the use of social media and websites as information systems to be not optimal. This problem is caused by public relations or admins who don't manage websites and social media correctly. Therefore, it is suggested to the public relations or admin to activate social media accounts that have been inactive for a long time and update more frequently regarding the information on activities carried out by students while at school.

## **Declarations**

### **Author contribution statement**

AMR : Research design, data collection, YLA: methodology, writing, AH: revision and editing

### **Funding statement**

This research is an independent research conducted by the author.

### **Data availability statement**

The author can provide research data via correspondence at email [abdul.hopid@pai.uad.ac.id](mailto:abdul.hopid@pai.uad.ac.id).

### **Declaration of interests statement**

There is no conflict of interest in this study regarding research design, data collection, and analysis of research results.

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