Readiness of State Junior High School 18 Tanjung Jabung Timur in Implementing Digital-Based Promotion

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Keywords::

School Readiness, School Promotion, Digital Literacy.

Abstract

This study aims to describe the readiness of SMP Negeri 18 Tanjung Jabung Timur in implementing digital-based promotions in the era of information technology transformation. The background of this study departs from the condition of the school which experienced a significant decline in the number of students and the low utilization of digital media in school promotional activities. This study uses qualitative and quantitative approaches with a descriptive research type, through data collection techniques in the form of observation, interviews, documentation, and distribution of questionnaires to the principal, vice principal, school operators, and social media administrators. Data analysis was carried out through the processes of data reduction, data presentation, triangulation, and drawing conclusions.

The results of the study indicate that SMP Negeri 18 Tanjung Jabung Timur is quite ready to implement digital-based promotions, but not yet optimal. Of the four main indicators, technological infrastructure readiness is quite adequate, with the availability of computers, an internet network, and a school social media platform, although not yet fully utilized. Regarding the human resources indicator, the digital competence of teachers and education personnel is still limited, requiring ongoing training and mentoring. The policy and management support indicator indicates the school's commitment, but it is not yet supported by structured strategic planning. Meanwhile, the procedure indicator for implementing digital promotions has not been implemented consistently due to the lack of operational guidelines and periodic evaluations.

Based on these findings, schools need to improve the digital competency of their human resources, refine work program-based digital promotion planning, strengthen management policies, and optimize the use of digital platforms to ensure effective and sustainable promotional strategies. This research is expected to serve as a reference for other schools in developing digital promotion strategies as part of increasing educational institution competitiveness in the digital era.

INTRODUCTION

Amidst increasing competition in the world of education, a school's success is determined not only by academic quality but also by its ability to reach and attract prospective students through effective promotional strategies (Suryadi, 2019). Technological developments have driven a shift in promotion from conventional methods to more dynamic and far-reaching digital platforms. In this context, schools are viewed as brands that need to be strategically built to attract the interest of parents and students (Susilo, 2022). Digital promotion through social media, websites, and instant messaging applications is an important means of building a positive school image (Branding et al., 2024; Kotler & Armstrong, 2021). Research by Purnomo et al. (2025) shows that creating an

official school account and managing high-quality visual content can increase public attention and introduce the school's flagship programs more effectively.

Although digital technology offers significant opportunities, not all schools are adequately prepared to capitalize on them. Common obstacles include limited infrastructure, inadequate devices, unstable internet access, and suboptimal human resource capabilities in utilizing digital technology (Hartati et al., 2025). This readiness is heavily influenced by school policy support, budget adequacy, and stakeholder involvement (Kultsum, 2025). This situation is evident at SMP Negeri 18 Tanjung Jabung Timur, which experienced a significant decline in student enrollment. Contributing factors include student interest in other schools, increased preference for Islamic boarding schools, and public perception of educational quality. Observations and interviews with the principal on July 16, 2025, indicated that the use of digital technology for promotion has not been optimal, impacting the school's competitiveness.

To understand this situation more deeply, this study refers to "Digitalization Readiness of Junior High Schools in West Sumatra Regency," which provides concepts and indicators regarding school readiness for digitalization. This reference helps researchers assess the readiness of SMP Negeri 18 Tanjung Jabung Timur in the context of digital-based promotion and compares it with digital readiness standards at other junior high schools.

Based on these problems, this research focuses on answering the question: How prepared is SMP Negeri 18 Tanjung Jabung Timur to implement digital-based promotions at this time? The research objective is to describe the school's readiness, which includes aspects of technological infrastructure, human resource competency, school management policy support, and implementation of digital promotion procedures.

This research provides several benefits. Theoretically, it contributes to the development of the concept of school readiness for digital-based promotion and enriches the literature on the role of digital technology in improving the quality and image of education. Practically, this research is useful for school principals in designing digital promotion strategies, for institutions in strengthening promotion policies, for teachers and staff in understanding effective digital promotion practices, and for the community and parents in obtaining accurate information for educational decision-making.
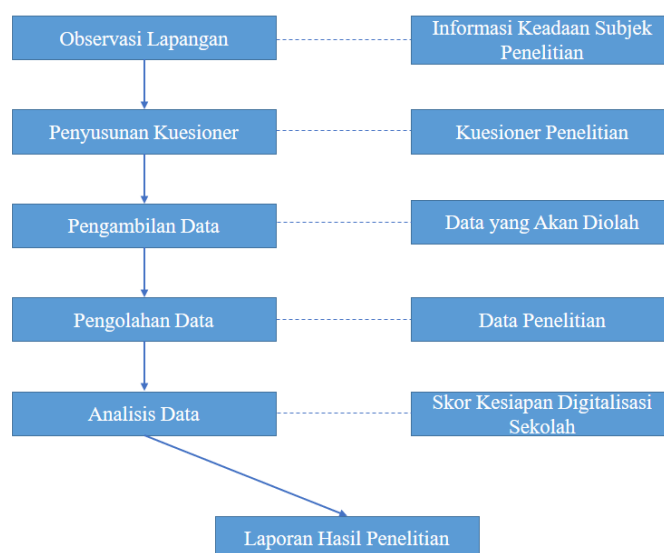
With the limitation of the research location at SMP Negeri 18 Tanjung Jabung Timur, the use of a mixed approach, and the involvement of informants limited to the leadership and school media managers, this study is expected to provide a comprehensive picture of the school's readiness to adopt digital-based promotions to increase competitiveness amidst the increasingly digital educational landscape.

METHODS

The study entitled "Readiness of SMPN 18 Tanjung Jabung Timur School in Implementing Digital-Based Promotion" uses a combination of descriptive qualitative and quantitative methods. The qualitative approach is used to describe the phenomenon of school readiness in depth through observation, interviews, questionnaires, and documentation, resulting in narrative data rich in context according to the character of qualitative research which aims to understand the behavior, perceptions, and experiences of subjects holistically (Creswell, 2007; Marshall & Rossman, 1999; Marriam, 1998). The study was conducted in natural conditions without special treatment of the subjects according to Creswell's view in Suryana (2023).

Meanwhile, a quantitative approach was used to complement the qualitative findings by collecting numerical data measuring school readiness indicators, such as infrastructure, human resources, and policy support. Based on a positivist paradigm, this approach allows for objective statistical analysis of the questionnaire results (Sugiyono, 2017). This mixed methods approach strengthens the validity of the findings, with qualitative providing in-depth understanding and quantitative providing measurable data (Subana, 2005).
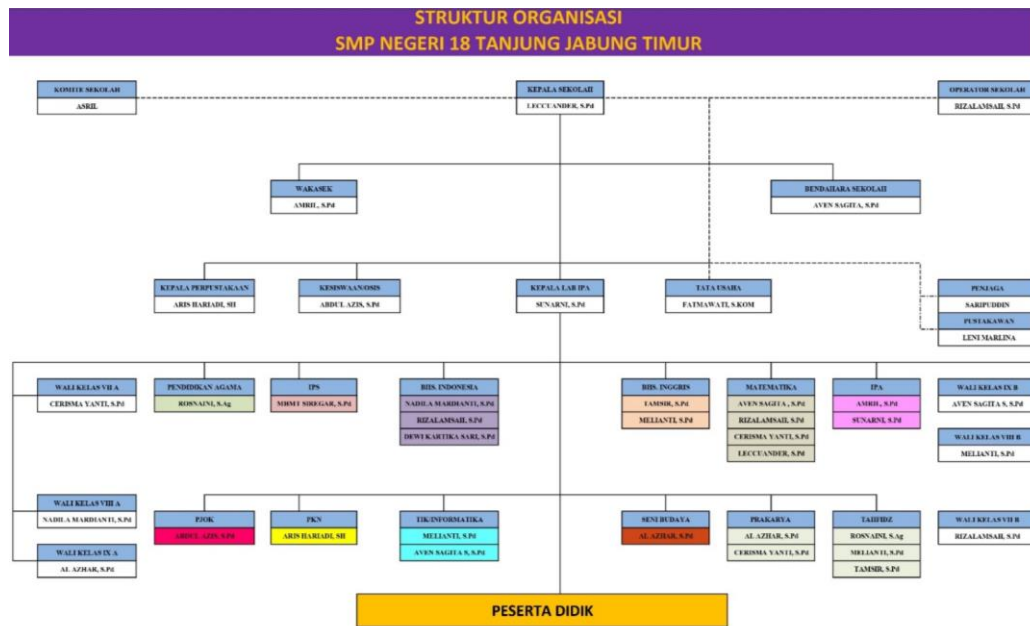
Picture1. Research Flowchart

RESULTS AND DISCUSSION

School Profile

SMP Negeri 18 Tanjung Jabung Timur is a public school in Sadu District, Tanjung Jabung Timur Regency, which was established on January 1, 1970 on an area of 12,960 m² with facilities such as classrooms, laboratories, libraries, and sports fields. The school, led by Principal Mr. Leccuander, S.Pd., and assisted by operator Mr. Rizalamsah, S.Pd., has accreditation B based on the 2018 Decree. This school has a vision of producing students who are faithful, moral, intelligent, skilled, and care about the environment, which is explained through the mission of improving the quality of learning, religious habits, character building, extracurricular development, improving teacher professionalism, and cooperation with parents and the community. The school's organizational structure is led by the principal who is assisted by the vice principal, the teaching staff, education staff, school operators, and the school committee, who together carry out tasks in a coordinated manner to realize educational goals and develop school quality.

Figure 2. School Organizational Structure

SMP Negeri 18 Tanjung Jabung Timur has a diverse teaching staff with diverse educational backgrounds, areas of expertise, and additional duties. This diversity strengthens the quality of the learning process because each teacher can contribute according to their competency, both in academic aspects and in student character development. Having teachers holding additional duties such as vice principal, homeroom teacher, or extracurricular instructor also supports more effective school management. With a diverse and professional teaching staff, the school has a strong foundation for improving the quality of learning and the holistic development of students.

Table 1. List of School Teachers

No	Name	JK	Last education	Subjects	Additional Assignments
1	Leccuander, S.Pd.	L	Bachelor of Mathematics Education	-	Headmaster
2	Amril, S.Pd.	L	Bachelor of Biology Education	Science	vice principal
3	Tamsir, S.Pd.	L	S1 English Education	B. English	Teacher on Duty
4	Mht, Siregar, S.Pd.	L	Bachelor of Business Education	Social Studies	Student Council Advisor
5	Aris Hariadi, SH	L	Bachelor of Law	Civics	Head of Library
6	Rosnaini, S.Ag.	P	Bachelor of Islamic Education	PIE	Religious Leader
7	Sunarni, S.Pd.	P	Bachelor of Biology Education	Science	Head of Science Laboratory

8	Al Azhar, S.Pd.	L	Bachelor of Fine Arts Education	Arts and Culture, Crafts	Teacher on Duty
9	Dewi Kartika Sari, S.Pd.	P	S1 Office Administration Education	B. Indonesia	Teacher on Duty
10	Eka Novalia, S.Pd.	P	Bachelor of Mathematics Education	Mathematics	Teacher on Duty
11	Melianti, S.Pd.	P	Bachelor of English Education	ICT	Homeroom teacher
12	Aven Sagita S, S.Pd.	L	Bachelor of Mathematics Education	Mathematics	Treasurer, Boss & Homeroom Teacher
13	Abdul Aziz, S.Pd.	L	S1 Sports and Health Education	Physical Education	Boy Scout Leader & Class Teacher
14	Maryani, S.Pd.	P	Bachelor of Islamic Education	Tahfiz	Homeroom teacher
15	Rizalamsah, S.Pd.	L	S1 Mathematics Education	B. Indonesia	School Operator
16	Cerisma Yanti Am, S.Pd.	P	S1 Mathematics Education	Crafts	Girl Scout Leader & Class Teacher
17	Nadila Mardianti, S.Pd.	P	Bachelor of Indonesian Language Education	B. Indonesia	Homeroom teacher
18	Fatmawati, S.Pd.	P	Bachelor of Information Management	-	Teacher on Duty
19	Bayu Dirmawan	L	Senior High School (SMA)	-	Drum Band Instructor
20	Saripuddin	L	Senior High School (SMA)	-	School guard
21	Leni Marlina	P	Senior High School (SMA)	-	Gardener

Readiness of SMP Negeri 18 Tanjung Jabung Timur in Implementing Digital-Based Promotion

An analysis of SMP Negeri 18 Tanjung Jabung Timur's readiness to implement digital-based promotions indicates that the school needs to adapt to changes in information technology so that promotional activities can be carried out more effectively and sustainably. This readiness encompasses four main aspects: technological infrastructure, human resources, policies and management, and implementation procedures. Adequate infrastructure, such as computers, a stable internet network, documentation tools, and technical support, is a crucial foundation for creating and distributing digital content. Furthermore, human resource readiness is evident in the ability of the principal, teachers, operators, and education staff to utilize digital media, supported

by training and a work culture open to innovation. Well-directed policies and management also play a role in ensuring that digital promotions run systematically through clear work programs, task allocation, and regular evaluations. Furthermore, implementation procedures covering the planning, implementation, and evaluation stages help the school maintain the consistency and effectiveness of promotions. Questionnaires from relevant parties indicate that most aspects have been met, although there are still areas that need to be strengthened, particularly in improving infrastructure and human resource competencies. Overall, the integration of these four aspects indicates that the school is quite well prepared to implement digital promotions while enhancing its image and competitiveness in the modern education era.

Figure 3. Summary of the Results of the School Readiness Questionnaire in Implementing Digital-Based Promotion

INDIKATOR	DESKRIPTOR	RESPONDEN				Jumlah	Skor Maks	Skor Kesiapan	Rata-rata Kesiapan
		Amril, S.Pd.	Aven Sagita S, S.Pd.	Rizalamsah, S.Pd.	Leccuander, S.Pd.				
Infrastruktur Teknologi	Sekolah memiliki komputer, laptop, atau tablet yang dapat digunakan untuk kegiatan promosi berbasis digital.	3	3	3	3	12	16	3,75	3,25
	Jaringan internet di sekolah tersedia dengan koneksi yang stabil untuk mendukung kegiatan promosi digital.	2	2	2	2	8	16	2,5	
	Sekolah memiliki peralatan pendukung seperti kamera, mikrofon, dan perangkat perekam lainnya yang mendukung pembuatan konten promosi digital.	2	2	2	2	8	16	2,5	
	Sekolah memiliki perangkat lunak atau aplikasi khusus yang digunakan untuk membuat, mengedit, dan menyebarkan materi promosi digital.	3	3	3	3	12	16	3,75	
	Infrastruktur teknologi yang dimiliki sekolah telah dimanfaatkan secara optimal untuk mendukung kegiatan promosi digital.	3	3	3	3	12	16	3,75	
Sumber Daya Manusia	Guru dan staf sekolah memiliki kemampuan dalam menggunakan perangkat teknologi digital untuk mendukung kegiatan promosi sekolah.	2	2	2	2	8	16	2,5	3
	Guru dan staf mampu membuat konten digital seperti poster, video, atau artikel untuk kebutuhan promosi sekolah.	2	2	2	2	8	16	2,5	
	Sekolah secara rutin memberikan atau lokakarya terkait promosi sekolah berbasis digital bagi guru dan staf.	2	2	2	2	8	16	2,5	
	Tim promosi sekolah memiliki keterampilan dalam mengelola media sosial sekolah dengan baik dan profesional.	3	3	3	3	12	16	3,75	
	Guru dan staf memiliki motivasi serta semangat untuk terlibat aktif dalam kegiatan promosi sekolah berbasis digital.	3	3	3	3	12	16	3,75	
Faktor Dukungan Kebijakan dan Manajemen	Kepala sekolah memiliki komitmen yang kuat dalam mendukung pelaksanaan promosi sekolah berbasis digital.	3	3	3	3	12	16	3,75	3
	Sekolah memiliki kebijakan atau program resmi yang mengatur tentang kegiatan promosi sekolah berbasis digital.	2	2	2	2	8	16	2,5	
	Sekolah telah membentuk tim promosi khusus yang bertugas melaksanakan kegiatan promosi digital secara terencana.	2	2	2	2	8	16	2,5	
	Kegiatan promosi digital di sekolah direncanakan secara sistematis dan berkelanjutan oleh pihak manajemen sekolah.	2	2	2	2	8	16	2,5	
	Sekolah menyediakan anggaran, fasilitas, dan dukungan administratif yang memadai untuk kegiatan promosi digital.	3	3	3	3	12	16	3,75	
Prosedur Penerapan	Sekolah memiliki rencana kerja yang jelas dan terukur dalam pelaksanaan promosi berbasis digital.	3	3	3	3	12	16	3,75	3,25
	Sekolah memilih media promosi digital (seperti website, Instagram, Facebook, atau YouTube) yang sesuai dengan target promosi sekolah.	2	2	2	2	8	16	2,5	
	Kegiatan promosi digital dilakukan secara rutin dan berkesinambungan oleh pihak sekolah.	3	3	3	3	12	16	3,75	
	Sekolah aktif melakukan publikasi dan penyebaran informasi kegiatan sekolah melalui berbagai platform digital.	2	2	2	2	8	16	2,5	
	Sekolah melakukan evaluasi secara berkala terhadap hasil dan efektivitas pelaksanaan promosi digital.	3	3	3	3	12	16	3,75	

1. **Technology Infrastructure Readiness**

Based on the questionnaire results, the Technology Infrastructure indicator at SMP Negeri 18 Tanjung Jabung Timur obtained an average score of 3.25, indicating readiness to support digital-based promotions. The school already has supporting equipment such as computers and cameras, with the highest score of 3.75, indicating adequate availability. However, regarding the internet network aspect, a score of 2.5 indicates that connectivity is still suboptimal and needs to be improved for more effective digital promotion.

Figure 4. Readiness of Technology Infrastructure

Infastruktur Teknologi	Sekolah memiliki komputer, laptop, atau tablet yang dapat digunakan untuk kegiatan promosi berbasis digital.	3	3	3	3	12	16	3,75
	Jaringan internet di sekolah tersedia dengan koneksi yang stabil untuk mendukung kegiatan promosi digital.	2	2	2	2	8	16	2,5
	Sekolah memiliki peralatan pendukung seperti kamera, mikrofon, dan perangkat perekam lainnya yang mendukung pembuatan konten promosi digital.	2	2	2	2	8	16	2,5
	Sekolah memiliki perangkat lunak atau aplikasi khusus yang digunakan untuk membuat, mengedit, dan menyebarkan materi promosi digital.	3	3	3	3	12	16	3,75
	Infrastruktur teknologi yang dimiliki sekolah telah dimanfaatkan secara optimal untuk mendukung kegiatan promosi digital.	3	3	3	3	12	16	3,75

(Overall: 3,25)

The school has a technological infrastructure that is optimally utilized to support digital promotion, with a utilization score of 3.75, indicating that facilities such as computers, cameras, and other supporting devices are functioning properly. This utilization is evident in various content creation activities, such as profile videos, activity documentation, and publications through social media and the school website. This condition indicates that the infrastructure is not only available but also operated effectively according to the needs of digital promotion. Furthermore, the school consistently carries out publication activities through digital platforms, indicating good adaptation to the demands of the information technology era. With improvements in the internet network and device maintenance, the effectiveness of SMP Negeri 18 Tanjung Jabung Timur's digital promotion has the potential to be even more optimal and sustainable.

2. Human Resource Readiness

Based on the results of the questionnaire at SMP Negeri 18 Tanjung Jabung Timur, the Human Resources (HR) indicator obtained an average score of 3.00, indicating a category of sufficient readiness to support digital-based promotions. Most teachers and education personnel already have basic skills in using digital devices, as seen from a score of 2.5 in the ability to operate technology and a score of 2.5 in involvement in content creation such as posters, videos, and articles. This finding indicates that although basic skills have been possessed, school HR still requires further training and mentoring to achieve more optimal use of technology in digital promotion activities.

Figure 5. Human Resource Readiness

Sumber Daya Manusia	Guru dan staf sekolah memiliki kemampuan dalam menggunakan perangkat teknologi digital untuk mendukung kegiatan promosi sekolah.	2	2	2	2	8	16	2,5
	Guru dan staf mampu membuat konten digital seperti poster, video, atau artikel untuk kebutuhan promosi sekolah.	2	2	2	2	8	16	2,5
	Sekolah secara rutin memberikan atau lokakarya terkait promosi sekolah berbasis digital bagi guru dan staf.	2	2	2	2	8	16	2,5
	Tim promosi sekolah memiliki keterampilan dalam mengelola media sosial sekolah dengan baik dan profesional.	3	3	3	3	12	16	3,75
	Guru dan staf memiliki motivasi serta semangat untuk terlibat aktif dalam kegiatan promosi sekolah berbasis digital.	3	3	3	3	12	16	3,75

(Overall: 3)

In general, human resources at SMP Negeri 18 Tanjung Jabung Timur have basic readiness for digital promotion implementation, as indicated by a score of 3.75 for the promotion team's ability and high motivation to participate. The promotion team has worked consistently in

managing the school's social media, but a score of 2.5 for the ability of teachers and staff to operate digital devices indicates that technical skills are not yet evenly distributed. Although coordination from management is still at an adequate level, the enthusiasm of teachers and staff is a significant asset for developing a digital culture at the school. With further training, improved team communication, and the principal's support in providing facilities and guidance, the school has the potential to develop more competent and professional human resources so that the effectiveness of digital promotion can be achieved optimally and sustainably.

3. **Readiness of Policy and Management Support Factors**

Based on the questionnaire results, the Policy and Management Support Factor indicator at SMP Negeri 18 Tanjung Jabung Timur obtained an average score of 3.00, indicating a moderately prepared category in supporting digital-based promotions. The principal has a strong commitment with a score of 3.75, reflecting consistent support and direction for the implementation of digital promotions. However, a score of 2.5 on the indicator for the existence of an official policy or program indicates that the school does not yet have written guidelines specifically governing digital promotions. Therefore, the development of a more formal policy is needed so that promotional activities have a clear direction, structure, and comply with school management standards.

Figure 6. Readiness of Policy and Management Support Factors

Faktor Dukungan Kebijakan dan Manajemen								
Kepala sekolah memiliki komitmen yang kuat dalam mendukung pelaksanaan promosi sekolah berbasis digital.	3	3	3	3	12	16	3,75	
Sekolah memiliki kebijakan atau program resmi yang mengatur tentang kegiatan promosi sekolah berbasis digital.	2	2	2	2	8	16	2,5	
Sekolah telah membentuk tim promosi khusus yang bertugas melaksanakan kegiatan promosi digital secara terencana.	2	2	2	2	8	16	2,5	3
Kegiatan promosi digital di sekolah direncanakan secara sistematis dan berkelanjutan oleh pihak manajemen sekolah.	2	2	2	2	8	16	2,5	
Sekolah menyediakan anggaran, fasilitas, dan dukungan administratif yang memadai untuk kegiatan promosi digital.	3	3	3	3	12	16	3,75	

Policy and management support indicators at SMP Negeri 18 Tanjung Jabung Timur indicate that readiness is still in the adequate category, with several aspects requiring strengthening. A score of 2.5 for the existence of a digital promotion team and program planning and sustainability indicates that team coordination is not yet optimal and promotional activities are still ongoing situationally. Nevertheless, the principal's commitment, with a score of 3.75, is a key driving force in driving the implementation of digital promotion. The school has also begun evaluating activities, as evidenced by a score of 3.25, although this evaluative process still needs to be supplemented with documentation and regular reports. To improve the effectiveness of digital promotion, the school needs to develop formal policies, clarify the role of the promotion team, and develop more focused and sustainable strategic planning. By strengthening policies, coordination, and evaluation, the school's digital promotion management can be more professional and meet the demands of the digital era.

4. **Readiness of Implementation Procedures**

The Implementation Procedure Indicator at SMP Negeri 18 Tanjung Jabung Timur achieved an average score of 3.25, indicating that the school is ready to implement digital-

based promotions. The school has established clear work procedures and systems, as evidenced by its score of 3.75 on the Promotional Activity Sustainability Indicator, indicating that digital promotions are conducted routinely and have become part of the school's official agenda, not merely a temporary activity.

Figure 7. Readiness of Implementation Procedures

Prosedur Penerapan	Sekolah memiliki rencana kerja yang jelas dan terukur dalam pelaksanaan promosi berbasis digital.	3	3	3	3	12	16	3,75	3,25
	Sekolah memilih media promosi digital (seperti website, Instagram, Facebook, atau YouTube) yang sesuai dengan target promosi sekolah.	2	2	2	2	8	16	2,5	
	Kegiatan promosi digital dilakukan secara rutin dan berkesinambungan oleh pihak sekolah.	3	3	3	3	12	16	3,75	
	Sekolah aktif melakukan publikasi dan penyebaran informasi kegiatan sekolah melalui berbagai platform digital.	2	2	2	2	8	16	2,5	
	Sekolah melakukan evaluasi secara berkala terhadap hasil dan efektivitas pelaksanaan promosi digital.	3	3	3	3	12	16	3,75	

The Implementation Procedures aspect at SMP Negeri 18 Tanjung Jabung Timur shows quite good readiness in digital promotion, with strong budget, facility, and administrative support (score 3.75). The school also has various social media such as Facebook, Instagram, and YouTube, although their utilization still needs to be optimized because the usage score is only 2.5. The publication of digital content is also still inconsistent and not optimal, as seen from the score of 2.5 in the information dissemination aspect. However, the school has conducted a good promotion evaluation (score 3.75), indicating an effort to reflect on the effectiveness of the activities. Overall, the digital promotion implementation procedures obtained an average score of 3.00, categorized as quite ready, but still need improvement, especially in publication consistency, content planning, and more structured promotion schedule management so that digital promotion can run professionally and sustainably.

CONCLUSION

SMP Negeri 18 Tanjung Jabung Timur is in the moderately prepared to ready category for implementing digital-based promotions. This readiness is evident from four main aspects examined: technological infrastructure, human resources, policy and management support, and implementation procedures. The school already has technological devices such as computers, laptops, and cameras, although the quality of the internet connection still needs to be improved. In terms of human resources, teachers and education staff demonstrate adequate basic skills and high motivation, but still require further training related to digital content management. School management support is quite good with a strong commitment from the principal, although written policies and strategic promotional planning are still limited. The implementation procedures for digital promotions have also been running quite well, but optimization of publications through social media is still needed, particularly regarding the quality and consistency of content. Overall, the school has a positive foundation of readiness, but improvements in infrastructure, human resources, and managerial strategies are still needed for digital promotions to be more effective, targeted, and sustainable.

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