




The Influence of Social Media on Marketing Communication Student

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ABSTRACT

This study aims to determine the influence of social media use on the students marketing communication strategy at the Buddhist Communication Science Department, Jinarakkhita Buddhist College of Lampung, Indonesia. The problems that occur to students are the lack of understanding of the platform, features, and how social media supports the delivery of marketing messages, the gap between the potential of social media and its use in the context of marketing, the lack of digital literacy skills and an understanding of marketing communication strategies that are sufficient to utilize social media optimally. The research with a quantitative approach, data was collected through a survey to students of Buddhist Communication Science Department, with a population of 52 students. This research was conducted at the Jinarakkhita Buddhist College of Lampung, Indonesia. The research instrument in the form of a questionnaire was analyzed using SPSS version 26 for validity, reliability, and linear regression tests. The results showed that the intensity of social media use had a significant relationship with the effectiveness of marketing communication strategies, with a determination coefficient of 27.4%. These findings contribute to the development of digital marketing communication theory and provide recommendations for universities to improve students' digital literacy to support their marketing communication skills.

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Introduction

The increasingly sophisticated digital transformation that has occurred in recent decades has brought great changes to various aspects of life, including in the fields of communication and marketing. Social media, as one of the main innovations of the development of information technology, has become a very effective and efficient communication tool, not only for individuals, but also for institutions,

companies, and organizations. For students, social media is not only used as a means of entertainment, but also to support various activities in education, including learning, social interaction, and the development of marketing communication strategies to support self-competence.

In the context of marketing communication, social media offers the convenience of reaching a very wide audience at a relatively low cost. This allows students to design and implement creative, interactive, and relevant marketing strategies. However, even though social media has enormous potential, not all students are able to optimize its use. Several studies show that the effectiveness of social media as a marketing tool is highly dependent on the individual's understanding and ability to plan a structured strategy ([Amalia et al., 2023](#); [Arya et al., 2022](#); [Pertiwi et al., 2021](#)).

On the other hand, student digital literacy is still a big challenge, especially in Indonesia. A weak level of understanding of how to utilize social media for professional purposes can hinder their ability to develop effective and efficient marketing communication strategies. This situation raises an important question: to what extent does the intensity of social media use affect students' ability to design marketing communication strategies?

This study aims to fill in the gaps in the literature by exploring the relationship between the intensity of social media use and marketing communication strategies among students of Buddhist Communication Science Department, Jinarakkhita Buddhist College of Lampung, Indonesia. With a quantitative approach, this study seeks to provide empirical evidence regarding the impact of social media on the development of marketing strategies, as well as provide practical recommendations for educational institutions in improving students' digital literacy.

Communication is the process of exchanging information, ideas, emotions, or messages between individuals or groups through the use of symbols, signs, or behaviors. Communication is an integral part of human life, enabling social interaction, mutual understanding, and decision-making ([Suhairi et al., 2023](#); [Tarigan & Nawawi, 2021](#); [Untari Ningsih et al., 2023](#)). Communication can be classified into different types based on the way it is delivered, the channels used, or the context. Here are the common types of communication.

Based on the Direction of Delivery, communication is divided into 2 types, namely verbal and nonverbal ([Gautama et al., 2023](#)). 1) Verbal Communication it is communication that is carried out through words, both verbally and in writing. Examples: live conversations, presentations, emails, or articles. 2) Nonverbal communication, communication that is conveyed through body cues, facial expressions, eye contact, voice intonation, and other body language. Examples: a smile, hand gestures, or a specific tone of voice.

Based on the Channel used, communication is divided into 2 types ([LUWIHA et al., 2023](#)). 1) Face-to-Face Communication, communication that is carried out directly without using intermediary media. Examples: meetings, interviews, or group discussions. 2) Indirect Communication (Mediated Communication),

communication that uses the media as an intermediary. Examples: communication by phone, video conference, social media, or mail.

By Number of Participants: 1) Interpersonal communication, communication that takes place between two or more people in a small group, is often personal. Examples: conversations between friends or discussions in the family ([Kasrah et al., 2023](#)). 2) Group Communication, communication that occurs in a larger group to achieve a specific goal. Examples: work team meetings or class discussions. 3) Public Communication, communication carried out by a person to a wider audience. Examples: speeches, seminars, or radio broadcasts. 4) Mass Communication, communication that targets a large audience through mass media. Examples: television, newspapers, or digital platforms.

Based on the context, communication can be divided into 2 types ([Andriyaningsih et al., 2023](#)). 1) Formal Communication, communication that takes place within the framework of an organizational structure or rules that have been established. Examples: work reports, official letters, or organizational announcements. 2) Informal communication, communication that is not bound by formal rules. Example: casual chat between friends or family.

Based on Objectives, communication can be divided into 3 types ([Arya Metta et al., 2023](#)). 1) Informative Communication, aims to convey information. Examples: announcements, news, or reports of research results. 2) Persuasive Communication, aims to influence or change attitudes and behaviors. Examples: advertisements, campaigns, or motivational speeches. 3) Instructional Communication, aims to provide direction or instruction. Examples: training, tutorials, or technical guides.

Based on a Buddhist Perspective: In Buddhism, communication is associated with ethical aspects such as *sammā-vācā* (True Speech), which leads to a form of communication that does not lie or mislead (True Speech); not to speak rudely or hurt others; not to divide, but to unite; useful and supports self-development. Communication in the Buddhist context also includes *dhammadesana* (delivery of the Dhamma) which aims to inspire others towards a better life ([Suyatno, 2023](#)).

In the Cunda Kammaraputta Sutta (Anguttara Nikaya 10.176) the Buddha gives advice on the Ten Paths of Right Action (*Dasa Kusala Kamma*), which includes the verbal aspects of avoiding lies (*musavada*), avoiding divisive speech (*pisunavaca*), avoiding harsh speech (*pharusavaca*), avoiding useless speech or nonsense (*samphappalapa*). Buddha emphasized that right speech is the foundation of harmonious relationships and contributions to the happiness of oneself and others ([Bhodi, 2014](#)).

In the Abhaya King Kumara Sutta (Majjhima Nikaya 58) the Buddha had a dialogue with Prince Abhaya, the Buddha explained that right speech not only means saying something right, but also making sure that the speech is timely, helpful, acceptable to the listener, delivered with good intentions, not to hurt. The Buddha also emphasized the importance of considering the impact of speech before speaking. In Vitakka Santhana Sutta (Majjhima Nikaya 20) the Buddha talks about how to

overcome unhelpful thoughts. Buddha pointed out that control over the mind also affects speech. True speech comes from a controlled mind and is filled with Virtue in the Sammaditthi Sutta (Majjhima Nikaya 9) the Buddha highlights the importance of a correct view (Samma Ditthi) as the basis for living a moral life, including right speech. The Buddha emphasized that speech should reflect a correct understanding of the dhamma and not violate the principle of virtue. In this Kakacupama Sutta (Majjhima Nikaya 21), the Buddha used the parable of the saw (Kakacupama) to emphasize the importance of keeping the speech even in the face of provocation. The right words must be maintained in difficult situations, without replying with harsh words ([Bodhi, 2017](#)).

In the Sigalovada Sutta (Digha Nikaya 31) the Buddha gives guidelines on healthy social relationships, including good communication. Buddha reminded to avoid divisive speech, especially in family, friends, and community relationships ([Walse, 2009](#)). Marketing communication is an activity that is carried out to convey a message to the audience with the aim of influencing their behavior ([Rizeki, 2022](#)). Marketing communication includes various strategies and channels, including various social media, with the aim of creating engagement with a wide audience.

In the context of education, marketing communication is used to attract prospective students, promote study programs, and build the reputation of the institution. This strategy involves a combination of social media, websites, and open events such as seminars or educational fairs. As part of the study of communication, marketing communication focuses not only on practice but also theory. Research on the effectiveness of marketing communications in the digital age continues to grow, covering issues such as consumer trust, cultural influence, and the impact of new media ([Yeni & Susanti, 2023](#)).

Social media has revolutionized the way organizations and individuals deliver messages. According to ([Muhamad, 2022](#); [Sonia Fijri et al., 2023](#)) social media allows for two-way interaction that traditional media does not have. This can create an opportunity to build a closer rapport and create harmony with the audience.

Social media is an internet-based digital platform that allows its users to interact, share content, and build social networks. With the development of technology, social media has become an integral part of daily life, not only as a personal communication tool but also as a strategic tool in business, education, politics, and entertainment ([Rizqi, 2023](#)).

Social media has a variety of functions that cover many aspects of life ([Noor & Damariswara, 2022](#)) including 1) Communication, social media allows individuals and groups to exchange information with each other quickly; 2) Community Building, facilitating interaction between individuals with similar interests or goals; 3) Promotion and Marketing, social media becomes an effective tool to promote products, services, or ideas; 4) Sources of Information, Platforms such as Twitter or Reddit are often used to get the latest news and information; 5) Entertainment, users can enjoy video content, memes, games, and more; 6) Education, Social media is used to share educational information and distance learning.

Social media has become a learning support tool with features such as discussion groups, webinars, and sharing learning materials ([Atikah et al., 2021](#)). Platforms like YouTube and LinkedIn Learning offer flexible learning opportunities. Social media is a revolutionary tool that has changed the way humans communicate, learn, and do business. With its great potential and complex challenges, the wise use of social media is key to making the most of this platform.

Recent study by [Aminah, \(2022\)](#); [Firas Surya Ramadhan et al., \(2022\)](#); [Maulana et al., \(2023\)](#) shows that intensive use of social media can increase brand awareness and consumer loyalty. In addition, social media also allows for better personalization of messages, which can increase audience engagement.

In today's digital age, marketing communication strategies must include the use of algorithms of social media platforms in the hope of targeting a specific audience. According to ([Azzahra & Kusumaningrum, 2023](#)) emphasizing the importance of an understanding of social media analytics to optimize marketing campaigns.

Students have a dual role as consumers as well as content producers on social media. Study by ([Rohmah, 2018](#); [Rosanti, 2020](#)) found that college students often use various social media to promote their own products or services, as well as being the main target in various digital marketing campaigns.

While it offers many different benefits, social media also presents some challenges, such as the risk of information overload and reliance on platform algorithms. According to [Diniati et al., \(2023\)](#), [\(2024\)](#); [Purba et al., \(2021\)](#) A good and successful marketing communication strategy must be able to overcome all of these challenges with an adaptive approach.

Method

This study uses a quantitative approach with a quasi-experiment method. The research population is students of the Buddhist Communication Science Department, Jinarakkhita Buddhist College of Lampung, Indonesia. Meanwhile, the total population in this study is 52 students. The research instrument was in the form of a closed questionnaire consisting of 70 statements related to the intensity of social media use and marketing communication strategies. The data was analyzed using SPSS version 26 software for validity, reliability, linear regression, and descriptive analysis tests. This methodology is designed to obtain valid and reliable data through a combination of surveys and controlled experiments.

Quasi-experiment is one of the research methods in a quantitative approach that aims to test the cause-and-effect relationship between independent variables and dependent variables. This method is used when the researcher does not have full control to set or randomize groups of study participants, in contrast to pure experiments. In quasi-experiments, researchers work with pre-existing groups, such as specific classes, communities, or organizations

The design of the quasi-experimental study involved two groups: an experimental group that was given intensive training on the use of social media in marketing

communication, and a control group that was not given such training. Data are collected before and after treatment to evaluate the changes that occur.

Findings

The majority of respondents were students majoring in Buddhist Communication Sciences Department with an age range of 18-23 years. The most used social media platforms are Instagram (65%) and TikTok (35%). The high use of Instagram as a primary platform shows students' preference for visual content in marketing communications. Based on the social media test instrument on marketing communication, it was obtained that out of 70 items there were 35 items of social media variables and 35 items of marketing communication variables. The results for the social media variable were 33 valid items and 2 invalid items, while for the marketing communication variable there were 32 valid items and 3 invalid items. Some of these items were declared invalid by comparing the r table on 52 respondents with a significance level of 0.05, which is 0.344. If r counts $< r$ table, then those items are declared invalid. The researcher discarded invalid statement items so that out of 70 statement items, 65 statement items were left.

Based on the reliability test of the research instrument, the results of the reliability statistics obtained using SPSS 26 produced a Cronbach's alpha value of 0.852 because the significance value of > 0.05 means that the measuring instrument was declared reliable. It can be concluded that the research instruments used in this study have met the requirements and have good reliability.

Table 1. Instrument Reliability Test

Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.851	.852	65	

Source: SPSS 26 data processing results

Based on the output results by reading the coefficients, a constant value of 25.544 was obtained, which means that if social media (X) has a value of 0, marketing communication (Y) has a positive value of 25.544. The regression coefficient in the social media variable (X) is 0.635, meaning that if social media experiences an increase or development, the marketing communication variable (Y) will increase by 0.635.

Table 2. Regression Equation Output

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	25.544	12.106		2.187
	X	.635	.101	.665	9.245
					Sig.

a. Dependent Variable: Y

Source: Results of data processing in 2024 using SPSS 26

Regression equations: $Y = 25,544 + 0,635X$

The determination coefficient in table 3 is R square which has a value of 0.274, thus meaning that 27.4% of social media has an effect on the marketing communication of students of the Buddhist Communication Science Department, Jinarakkhita Buddhist College of Lampung, Indonesia, while the remaining 62.6% is influenced by other factors.

Table 3. Value of the Coefficient of Determination of R Square

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765 ^a	.274	.270	17.573
a. Predictors: (Constant), X				
b. Dependent Variable: Y				

Source: Results of data processing in 2024 using SPSS 26

The coefficient of determination (R^2) of 0.274 shows that 27.4% variation in marketing communication strategies is explained by the intensity of social media use. The results of the significant test showed a p-value < 0.05, so there was a significant influence between the intensity of social media use on marketing communication strategies.

Discussion

The results of this study show that social media makes an important contribution to the marketing communication strategy of students of the Buddhist Communication Science Department, Jinarakkhita Buddhist College of Lampung, Indonesia. The significant influence found supports the view [Farhatiningsih & Irwansyah, 2018](#); [Meidy et al., 2020](#)) that social media allows for more effective two-way interaction than traditional media. College students who use social media with high intensity, especially through popular platforms like Instagram and TikTok, tend to have a better understanding of designing relevant and engaging marketing messages. Students who use social media with a well-planned strategy show better skills in marketing communication. This perspective is in line with the principle of sammā-vācā (correct speech) in Buddhism, which underlines the importance of using communication wisely and responsibly ([Hanto et al., 2023](#); [Ngadat, 2018](#)).

In addition, social media as a communication platform can be used as a means to practice metta (love) in delivering marketing messages, namely by creating content that is not only informative but also useful and does not harm the audience ([Rahmasari et al., 2023](#)). In the context of marketing, students can apply hiri (shame against bad deeds) and ottappa (fear of bad repercussions) values to avoid manipulative or misleading marketing practices ([Phapun et al., 2011](#)).

The study also found that the intensity of social media use alone is not enough; The effectiveness of marketing communication depends on the content strategy it is designed for. This refers to the importance of yoniso manasikāra (wise thinking) in

planning strategies that are relevant to the target audience ([Saetier et al., 2017](#); [Thi et al., 2022](#)). Furthermore, the results underscore the need for digital communication training for students, which can also be linked to the principle of sila (morality) in the Dhamma ([Lisniasari & Ismoyo, 2020](#); [Niken, 2021](#)). This is important so that students can use social media responsibly to build a harmonious and mutually beneficial relationship with the audience.

This research also found that students' ability to use social media strategically still needs to be improved. Although many students spend time on social media, not all of them are able to translate these activities into effective marketing strategies. These findings are consistent with research [Astuti et al., \(2023\)](#); [Roosinda et al., \(2021\)](#), which highlights the importance of digital literacy in optimizing the use of social media for marketing purposes.

In addition, the results of linear regression show that although the intensity of social media use exerts a significant influence, there are still other factors that need to be considered. For example, technical competence, creativity, and understanding of the target audience also play an important role in the success of a marketing communication strategy. Further research can explore how these factors interact with the use of social media to improve marketing effectiveness.

This research provides practical implications for educational institutions. With the increasing need for digital literacy, higher education curricula can include specialized training on the use of social media for marketing communications. This training can include data analysis techniques, content design, and strategic social media management. In addition, collaboration between universities and industry players can also help students gain direct experience in applying digital marketing theory.

Conclusion

Social media has a significant influence on the marketing communication strategy of students of the Buddhist Communication Science Department, Jinarakkhita Buddhist College of Lampung, Indonesia. Planned use can increase the effectiveness of marketing communication, while social media has a significant influence on students' marketing communication strategies. Students who use social media intensively tend to be more effective in conveying marketing messages. The training provided to the experimental group successfully improved their ability to design and implement marketing communication strategies using social media. This study shows that digital literacy is an important factor in utilizing social media optimally for marketing communication. In the context of marketing, the application of the principle of Samma Vaca (correct speech) can ensure that communication strategies are not only effective but also ethical. Higher education institutions need to integrate digital marketing communication training in the curriculum to prepare students for the challenges of the digital era. This research enriches the literature on digital marketing communication by highlighting the role of social media as a strategic tool for students.



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