

THE ROLE OF DIGITAL LITERACY AND DIGITAL COMMUNICATION IN MARKETING STRATEGIES ON THE PERFORMANCE OF PRIVATE UNIVERSITIES IN TANGERANG CITY

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ABSTRACT

In the current digital era, the role of digital literacy and digital communication is becoming increasingly important for various sectors, including higher education. Higher education institutions need to adapt to developments in information and communication technology (ICT) to improve their performance and competitiveness. One way to improve higher education performance is by implementing effective marketing strategies. The aim of this research is to analyze the role of digital literacy and digital communication in marketing strategies on the performance of Private Universities (PTS) in Tangerang City. This research uses quantitative research methods. Data was collected through surveys using questionnaires and literature studies. The data that has been collected is then analyzed using a regression test using the SPSS program. The research results show that digital literacy and digital communication in marketing strategies have a positive and significant effect on the performance of private universities in Tangerang City. Increasing digital literacy and digital communication can help / PTS develop more effective marketing strategies, so that it can improve PTS performance.

KEYWORDS

Digital Literacy, Digital Communication, Marketing Strategy, Private Higher Education Performance



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INTRODUCTION

In today's digital era, the role of digital literacy and digital communication is becoming increasingly important for various sectors, including universities. Digital literacy is the ability of an individual or organization to use digital technology effectively. It includes an understanding of how to use hardware and software, access and evaluate information from the internet, and the ability to communicate and collaborate online (Silitonga et al., 2022). Digital literacy includes skills in using technology such as computers and mobile devices, as well as the ability to search, evaluate and critically utilize information from the internet. Users who have good

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digital literacy can effectively access and use digital information, produce relevant digital content, and actively participate in the digital environment responsibly. This is important to ensure that digital technology is used to support positive and constructive purposes (Putri & Gischa, 2021).

Digital literacy enables staff and students to access, understand and use digital information effectively, which in turn can improve the quality of education and research. Meanwhile, digital communication according to The Knowledge Academy is the process of exchanging information, messages, and ideas using digital technologies and platforms. Digital Communication includes sending and receiving data through electronic devices and networks (Boestam & Des, 2022). Digital communication facilitates more efficient and effective interactions between universities and prospective students, alumni, and the wider community through various digital platforms such as social media, email, and official websites.

Universities must adapt to the development of information and communication technology (ICT) to improve their performance and competitiveness in this digital era. One of the main strategies that can be applied is to implement digital literacy and communication in the context of marketing strategy. Marketing strategy is a comprehensive, integrated, and holistic plan in the marketing field that provides direction regarding the activities that will be carried out to achieve company goals including aspects such as advertising, promotional programs, sales, product development, and distribution (Rambe & Aslami, 2021). Good mastery of digital literacy and communication allows universities to develop more sophisticated and measurable marketing strategies, so as to increase the attractiveness and reputation of institutions in the midst of intense competition.

Previous research by (Farhan et al., 2022) found that digital literacy and entrepreneurial orientation have a positive and significant effect on MSME business performance, as well as digital literacy mediated by entrepreneurial orientation on the business performance of MSMEs in the food and beverage sector in South Jakarta. Another study by (Sidi & Yogatama, 2019) found that digital marketing has direct and indirect effects on marketing performance through intellectual capital as an intervening variable has a positive and significant effect.

The novelty of this research is from the object of research, namely private universities in Tangerang City, which has never been studied before in terms of digital literacy and communication. This study adds to the existing literature on the relationship between digital literacy, digital communication, and organizational performance, especially in the context of private universities in Tangerang. This research assists in the development of a theoretical model linking digital literacy and digital communication with organizational performance, which can be tested and adapted in other contexts in the future. The purpose of this study is to analyze the role of digital literacy and digital communication in marketing strategy on the performance of private universities in Tangerang City.

RESEARCH METHOD

This research uses quantitative research methods. Quantitative research is a scientific method that uses quantitative data collection and analysis to answer research questions and test proposed hypotheses. This approach relies on the collection of numerical data that can be measured objectively, often through surveys, experiments, or statistical analysis. This type of research prioritizes the use of

numbers, which includes the process of data collection, data interpretation, and presentation of research results (Syahroni, 2022). Data were collected through surveys using questionnaires and literature studies. Questionnaires were distributed to 100 respondents consisting of leaders, lecturers, and staff at private universities in Tangerang City, while literature studies were obtained from Google Scholar. The population of this study was all private universities in Tangerang City. The sample of this study was taken using a simple random sampling technique with 100 respondents. The data that has been collected is then analyzed using regression tests using the Smart PLS program. Based on this description, the researcher has the following hypothesis formulation:

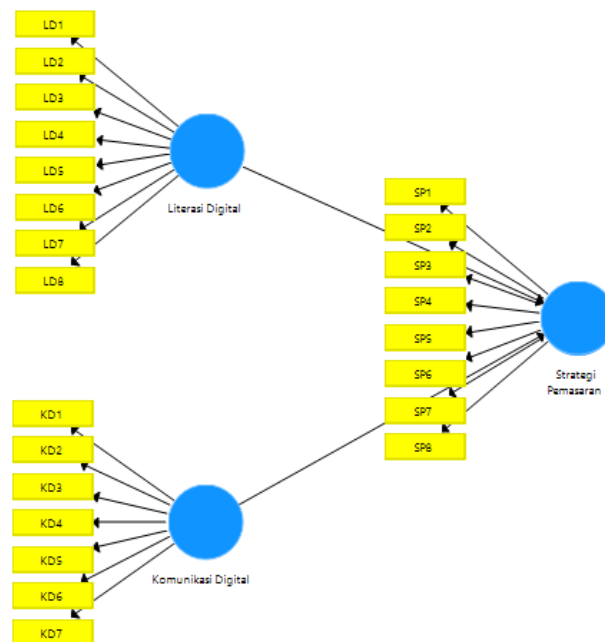


Figure 1. Hypothesis formulation

H1: There is a positive and significant influence between digital literacy in the marketing strategy of private universities in Tangerang City.

H2: There is a positive and significant influence between digital communication in the marketing strategy of private universities in Tangerang City.

RESULT AND DISCUSSION

Validity and Reliability Test

The validation test aims to measure how well the model or method used can be applied in general or outside the data sample used to train the model. Meanwhile, the reliability test aims to measure how consistent and reliable a measuring instrument or instrument is in measuring a particular variable or construct.

Table 1. Validity and Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Description
Digital Literacy	0.899	0.901	0.919	0.587	Valid and Reliable
Digital Communication	0.932	0.933	0.945	0.711	Valid and Reliable
Marketing Strategy	0.905	0.906	0.924	0.602	Valid and Reliable

Based on the results in Table 1, it can be seen that each measurement instrument shows a Cronbach Alpha value above 0.7, a composite reliability value exceeding 0.7, and an AVE value of more than 0.5. Based on the values obtained, it is stated that each variable in this model is valid and reliable for use in this study.

T test

This test aims to evaluate how the independent variable partially affects the dependent variable.

Table 2. T test results

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values	Description
Digital Literacy -> Marketing Strategy	0.485	0.494	0.062	7.864	0.000	Positive and Significant Effect
Digital Communication -> Marketing Strategy	0.499	0.490	0.064	7.751	0.000	Positive and Significant Effect

The results showed that the digital literacy variable obtained $t_{count} > t_{table}$ ($7,864 > 1,984$) with a significance value of 0.000 and digital communication had a $t_{count} > t_{table}$ ($7,751 > 1,984$) with a significance value of 0.000. Thus, digital literacy and communication in marketing strategy have a positive and significant influence on the performance of private universities in Tangerang City.

Coefficient of Determination (R Square)

The main purpose of regression tests is to measure how strong or weak the relationship between these variables is, as well as to understand how well the independent variables explain variations in the dependent variable.

Table 3. R Test Results²

	R Square	Adjusted R Square
Marketing strategy	0.872	0.869

From the table above, it can be seen that the Adjusted R square value of the marketing strategy is 0.869. This value indicates that digital literacy and digital communication can explain 86.9% of the variation in marketing strategy variables. In addition, this value states that the strength in explaining the variation is strong.

Discussion

Digital literacy in marketing strategy has a positive and significant effect on the performance of private universities in Tangerang City.

Based on the research results, it is found that digital literacy in marketing strategy has a positive and significant influence on the performance of private universities in Tangerang City. This result is supported by Supriatna et al. (2022) explaining that digital literacy has a positive influence on marketing performance. Anyone who has high knowledge and understanding of the products being marketed will also produce high marketing performance.

Intense competition in the business world demands the adoption of careful and targeted marketing strategies. In an environment where many companies compete for the same customer attention and loyalty, marketing strategies become key to differentiating and positioning brands effectively. Through a deep understanding of the market and competitors, businesses can identify existing opportunities and develop relevant strategies to attract and retain customers (Rizki & Mulyanti, 2023). Marketing strategy plays a crucial role in the success of a business by providing a framework for identifying the right market and the best way to reach it. So that by understanding the needs and preferences of the market, a business can determine its strategic position to differentiate itself from competitors. Market segmentation helps in tailoring messages and product offerings to different consumer groups. Proper product development ensures that the product or service offered matches market expectations (Palimbu, 2022).

In modern marketing strategy planning, digital literacy is of paramount importance. This includes a deep understanding of how digital technology affects consumer behavior, as well as the ability to leverage digital tools to increase brand visibility and influence. Digital literacy includes an understanding of social media, SEO (Search Engine Optimization), online advertising, digital data analysis, and various other digital platforms that can be used to reach and interact with consumers effectively (Syahfira et al., 2023). With strong digital literacy, companies can plan and execute marketing strategies that are more scalable, responsive, and produce better results in this ever-changing and digitally competitive business environment (Sono et al., 2023).

Digital literacy refers to the ability of an individual or organization to use digital technologies effectively. It includes an understanding of how digital technologies operate, the ability to use digital tools, and the skills to evaluate, analyze, and process information obtained through digital technologies (Hetilaniar et al., 2023). By having a good understanding of digital technologies and the ability to operate them effectively, a person or company can be more skillful in using digital tools to manage information, communicate with efficiency, and make decisions based on accurate data analysis. Thus, digital literacy is not only a competitive advantage but also an important foundation for improving overall performance in this increasingly digitally connected business environment (Widiastuti & Indrastuti, 2022).

Digital literacy in marketing strategy has a positive and significant effect on the performance of private universities in Tangerang City. PTS that master digital literacy are able to effectively use various digital platforms such as social media, websites, and other online marketing tools to attract and interact with prospective students. This ability allows them to convey information regarding their study programs, facilities, and advantages in an attractive and accessible way, increasing the visibility and attractiveness of the institution. In addition, digital literacy helps PTS optimize their marketing campaigns through data analysis and feedback, so as to tailor their strategies according to the needs and preferences of prospective students. This ultimately increases enrollment, strengthens the institution's reputation, and improves the overall performance of the PTS.

Digital communication in marketing strategy has a positive and significant effect on the performance of private universities in Tangerang City

The results showed that digital communication in marketing strategy has a positive and significant influence on the performance of private universities in Tangerang City. Supported by Fajarwarti et al.'s research (2022) which states that the use of digital communication media has a significant impact on the competitive advantage of culinary businesses in Serang City. By utilizing social media platforms, websites, and online ordering applications, culinary businesses can increase their visibility widely and reach more potential customers. Direct communication with customers through online reviews and direct interaction allows companies to hear real-time feedback, so they can respond and improve the quality of their services.

In today's digital era, digital marketing is becoming increasingly important and commonly used in business marketing strategies. With digital marketing, businesses can utilize data to adjust their strategies, increase conversions, and expand their market share in this digitally evolving business environment (Ri'aeni, 2017). In digital marketing, digital communication is not only a marketing strategy but also the main foundation for interacting with audiences directly and effectively. Through various channels such as social media, email, and websites, digital communication allows businesses to deliver promotional messages, build relationships with customers, and respond quickly to questions and feedback (Sari & Utami, 2021). Digital communication is the process and interaction that uses digital technology to send, receive, and exchange information. It includes various forms of communication such as text messages, emails, video calls, social media, and other communication platforms that utilize the internet and digital devices (Boestam & Derivanti, 2022).

Digital communication has become very important as it is the primary way to interact with customers, prospects and other stakeholders efficiently and quickly. It allows companies to deliver marketing messages, promote products or services, listen to customer feedback, and build and maintain closer relationships with their audiences. Digital communication also allows companies to measure the response and effectiveness of their marketing campaigns in real-time, which allows for quick adjustments to the strategies and tactics used. By utilizing digital communication effectively, companies can increase their online presence, build a strong brand image, and increase customer loyalty (Saputra et al., 2023).

Digital communication in marketing strategy has a positive and significant effect on the performance of private universities in Tangerang City. By utilizing social media, email marketing, and interactive websites, PTS can convey information about their study programs, facilities, and advantages in a way that is more attractive and accessible to prospective students. Digital communication allows PTS to reach a wider and more diverse audience, as well as increase direct interaction with prospective students through quick response and message personalization. This not only increases the visibility and attractiveness of the PTS, but also strengthens the institution's image and increases enrollment. Ultimately, an effective digital communication strategy can improve the overall performance of a PTS, both in terms of the number of new students and the institution's reputation in the community.

CONCLUSION

The results show that digital literacy and digital communication in marketing strategies have a positive and significant influence on the performance of private universities (PTS) in Tangerang City. Increased digital literacy enables PTS staff and management to better understand and utilize various digital tools and platforms effectively, so that they can design and implement more targeted marketing strategies. In addition, good digital communication through social media, email marketing, and the official PTS website can increase interaction and engagement with prospective students, and expand marketing reach. Thus, improved digital literacy and digital communication can help PTS in developing more effective marketing strategies, which in turn will contribute to improved PTS performance, such as increased new student enrollment, better reputation, and higher competitiveness in the education market.

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