



Marketing Strategy for Early Childhood Education (ECE) Schools in the Digital Age

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Abstract

In the contemporary technological era, the significance of marketing for educational institutions has experienced a significant surge. The effective execution of marketing tactics can aid in the recruitment of prospective students and concurrently elevate the standing of the institution. Marketing initiatives should be carried out prudently and in accordance with the technological progressions that occur. The objective of this study is to furnish insights for early childhood education institutions in formulating efficacious marketing tactics that align with contemporary demands. The primary emphasis of this investigation is on qualitative analysis. Methods for gathering information include paying close attention and taking detailed notes, with subsequent analysis including data reduction, visualisation, and conclusions. The results of this study show that to develop marketing strategies in the digital era, schools need to consider factors such as market characteristics and needs, the use of social media and online platforms, data security, the quality of educators, and the needs of students. Therefore, they should consider the needs and characteristics of the market and develop educational content that is relevant and appealing to prospective students and parents, which implies that by optimising technology and online platforms and considering the needs and characteristics of the market, schools can improve the reputation and quality of education offered and help increase parental and community involvement in promoting education.

Keywords: *digital age; marketing strategy; early childhood education*

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Introduction

The background of our research is very important to study considering the development of technology and the use of the internet in everyday life. Early Childhood Education (ECE) schools are educational institutions that facilitate early childhood development with various learning methods and activities specifically designed for children aged 2-6 years (Solekhah, 2020). Along with the times, early childhood education has become one of the priorities for parents in preparing for their children's future (Jalongo, 2021).

Therefore, many ECE schools have sprung up in various regions with different types and levels of education quality (Parker et al., 2022).

Nowadays, it is not surprising to see the phenomenon of pre-schools growing in Indonesia, as parents' awareness of the importance of education from an early age is increasing. However, with the rapid development of technology, marketing ECE schools can no longer rely solely on traditional methods, such as banners, brochures, or adverts in local newspapers. This means that it is important for ECE schools to understand and master marketing strategies in the digital era in order to utilise social media, websites, or other digital platforms to promote their services. However, there are still many problems that occur in the field regarding ECE schools' marketing strategies in the digital era. One problem that often occurs is the lack of understanding of the right target market. Many ECE schools conduct generalised marketing without considering the specific characteristics of their target market. This can lead to ineffective marketing efforts and lack of desired results. Another issue is the lack of digital marketing expertise. Many ECE schools still rely on traditional marketing methods and have not optimally utilised digital media. Lack of creativity in creating engaging and relevant content for the target market is another problem. In addition, many ECE schools have yet to utilise data analytics to understand the behaviour and preferences of their target market. In this context, efforts are needed to understand and address these issues so that ECE schools' marketing strategies in the digital era can be more effective and efficient.

In today's digital era, marketing has become very important for ECE schools. Effective marketing can help ECE schools to attract prospective students and also build the school's reputation (Wati, 2022). However, marketing cannot be done haphazardly and must be in line with technological developments (Subagja et al., 2022). This is because nowadays, parents have wider access to information related to ECE schools through the internet and social media (Dong et al., 2020). This means that marketing in the digital era must be done with the right strategy in order to influence parents in choosing ECE schools for their children. In addition, the role of the internet and social media is also increasingly crucial in promoting ECE schools. In the digital era, parents can easily find information about ECE schools through the internet and social media (Nur' Aini & Minsih, 2022). As a result, it is crucial for ECE facilities to include digital marketing channels in their strategy, such as school websites, social media, and apps.

Early childhood education (ECE) institutions can benefit from digital marketing strategies that include the use of social media (Novović & Mićanović, 2020). The current study found that parents who used social media to learn more about ECE programs felt better equipped to choose a quality program for their children. The results suggest that social media could be a useful channel for ECE facilities to communicate with parents and the surrounding community. In addition, a scholarly publication authored by Margareta et al. (2018) suggests that the implementation of digital marketing tactics has the potential to enhance enrollment rates in Early Childhood Education (ECE) establishments. The article underscores the employment of digital marketing instruments, such as online advertising and email campaigns, as a strategy for Early Childhood Education (ECE) institutions to extend their outreach to a wider demographic and promote their programs and amenities. This measure has the potential to increase student enrollment numbers and enhance the institution's reputation within the educational sphere. Moreover, digital marketing possesses the capability to strengthen the relationship between Early Childhood Education (ECE) establishments and parents, as well as the surrounding community. As per the findings of a recent study conducted by (Putri et al., 2022), institutions focused on early childhood education (ECE) possess the capacity to establish direct channels of communication with parents by leveraging social media and email platforms. This approach enables schools to disseminate information regarding their child's development, educational programs, and school activities. This initiative has the potential to enhance the bond between the educational institution and caregivers, while also bolstering backing from the neighboring populace. In summary, the implementation of digital marketing strategies can potentially yield favorable outcomes for

the growth and advancement of early childhood education (ECE) institutions. These benefits may include heightened brand recognition and prestige, augmented student enrollment rates, and fortified connections with both parental and local constituents.

But we cannot just ignore it. Although digital marketing can have a favorable effect on the growth of ECE institutions, there are some drawbacks that should be taken into account. Students and their families may become overly reliant on digital devices as a result of the usage of technology in marketing campaigns (Nirwana et al., 2018). Addiction to technology has been linked to negative effects on students' mental and physical health (Domenico et al., 2021) and (Azzimonti & Fernandes, 2023). The perceptions of ECE schools among parents and the surrounding community may suffer as a result, which could have an impact on enrollment numbers. Data privacy and security are also major issues. Students' and parents' personal information may be compromised due to digital marketing's reliance on technology and social media (Bozzola et al., 2022) and (Greyson et al., 2021). Parents' confidence in ECE institutions may be impacted by the possibility of identity theft and the disclosure of private information.

Looking at the previous research above, there are still different and inconsistent study results. This fact needs to be reviewed by referring to different library sources and with different objects as well in order to be broader and deeper in research analysis so as to present more interesting and new final results. Therefore, in the current research, we will try to provide a descriptive explanation of how important marketing strategies by utilising digital technology are for educational institutions, especially ECE schools.

When we reflect on the reality of the benefits of digital marketing, ECE schools often need help developing effective and appropriate marketing strategies. Many ECE schools still use traditional marketing methods such as banners or brochures, which are considered less effective in today's digital era. Seeing these conditions, it is necessary to conduct research on ECE school marketing strategies in the digital era to help ECE schools develop marketing strategies that are in accordance with the needs and developments of the times. On the other hand, research on ECE school marketing strategies in the digital era can also help the government in formulating policies that support the development of ECE schools in Indonesia (Choiriyah, 2021). The Indonesian government has currently conducted various ECE development programmes. However, the development of ECE schools is not only determined by government programmes, but also depends on the ability of schools to promote and market themselves to the community. This condition emphasises that research on ECE school marketing strategies in the digital era can provide input for the government in formulating policies that can help ECE schools market themselves and improve the quality of early childhood education in Indonesia.

The investigation of marketing strategies for early childhood education (ECE) institutions in the digital age may yield advantages for the academic community. According to (Tabuena et al., 2022), investigating ECE school marketing in the digital era can make a valuable contribution to the advancement of marketing theory and the formulation of marketing strategies that are appropriate for contemporary circumstances. Furthermore, this study has the potential to furnish valuable insights and empirical evidence that may serve as a point of departure for future investigations into marketing strategies for early childhood education institutions in the digital age. Moreover, investigations concerning this subject matter bear noteworthy social ramifications. The significance of early childhood education in molding the caliber and potential of human resources in the future is noteworthy within the social milieu (Awalya, 2012). The implementation of effective marketing strategies has the potential to enhance the standard of early childhood education and facilitate the development of high-quality human capital in the long run.

The investigation of marketing strategies for early childhood education (ECE) schools in the digital age is likely to yield favorable outcomes from an economic standpoint. The findings of a prior investigation indicated that incorporating social media into the marketing tactics of early childhood education (ECE) institutions yields favorable outcomes for the

financial advancement of said schools (Najiha & Munastiwi, 2022). This study also shows that the use of social media makes it easier for schools to reach out to prospective students and parents and promote school programmes and activities. The implementation of digital marketing strategies can increase school sales and directly have a positive impact on economic benefits (Effendy et al., 2021). Furthermore, another study in 2021 has concluded that digital marketing can make a positive contribution to business performance, including increased sales, profits and customer loyalty (Dwivedi et al., 2021). This fact correlates with research findings that found that the utilisation of social media can help increase school enrolment and revenue (Kimani & Obwatho, 2020). According to them, digital marketing strategies, including social media, can have a positive impact on schools' economic performance. ECE schools are one of the education businesses that have considerable market potential. In the digital era, ECE schools that can develop effective marketing strategies can increase the number of applicants and generate greater profits. In addition, the development of ECE schools can also create jobs for educators and employees in the field of early childhood education. Meanwhile, if we relate it to the global context, learning this topic is also very important in facing global competition in the field of education. In the digital era, early childhood education schools in Indonesia must compete with early childhood education schools in other countries that have more advanced facilities and technology. Therefore, developing ECE school marketing strategies in the digital era can help ECE schools in Indonesia to compete with ECE schools in other countries (Bagea et al., 2023).

Referring to the above background, research on ECE school marketing strategies in the digital era is very important in the context of early childhood education development in Indonesia. This research can provide input for ECE schools in developing marketing strategies that are effective and in accordance with the needs of the times. In addition, this research can also provide benefits for the government, the academic world, society, and the Indonesian economy as a whole. Thus, research on ECE school marketing strategies in the digital era needs to be conducted to face the challenges and opportunities in the current digital era.

Methodology

This research uses a methodology known as library research. This is very important in research because it can provide broad and deep insights into the topic under study, help identify gaps in previous research, and ensure future research is more productive and has a greater impact. This research methodology does not necessitate the acquisition of primary data through direct fieldwork by researchers. The researcher employed diverse reference sources to ensure the seamless execution of the research. The study's literature was procured from digital media and scientific repositories through the utilization of pertinent keywords related to the discussed themes, specifically marketing strategy, digital, and early childhood education schools. The researchers employed a versatile approach in the process of identifying pertinent reference materials, without imposing any restrictions on particular academic journals or digital platforms. Multiple sources were utilized to support our arguments, including academic journal databases such as Emerald Insight, ResearchGate, and Elsevier. This article centers on the marketing tactics employed by ECE schools in the contemporary digital landscape. The writer employs a method of accentuating specific terms to delimit the extent of the discourse and guarantee logical consistency. The researcher's source inquiry was centered on scholarly journals, articles, and publications that have been published from 2015 to the present time. During the process of sourcing, we employed keywords to perform searches across multiple publishing platforms. It is important to highlight that solely papers, journals, and publications that possess a high degree of relevance to the subject matter of marketing strategy and its correlation with the presence of digital-era early childhood education (ECE) institutions were incorporated, whereas alternative sources were deemed negligible. This academic publication comprises an exhaustive compilation of 40 references.

The current investigation is classified as a qualitative study. Several methods, including careful listening and thorough writing of all relevant information, were used during the data collection procedure. The aforementioned methods were used to facilitate the examination of the data, which was accomplished via a procedure involving the reduction of the data, the display of the data, and the inferences drawn from the data. Understanding the literature review conducted for this research project better was the primary aim of this study. At this stage, known as "data reduction," the collected data was systematically sorted, classified, and eliminated to make it easier to draw significant conclusions and generate worthwhile outcomes. Even at the stage in which the data were being reduced, analysis had to be performed due to their complexity and variety. In the step of reduction, it was determined whether or not the data was useful for the final goal. Initially, data was gathered from 57 distinct sources. When we first tried this approach, we ended up setting the number variable to the value of 40. In addition, visual representations of the data will be presented. The present stage is the next one in the process of data reduction, and it consists of systematically organizing the data set to improve readability and make inferences easier. Information is typically represented in this context through written speech, most notably in the form of field notes. When it comes to structuring and organizing data in relational patterns, this method of data display can greatly improve efficiency. Conclusions drawn from the collected data are the final step in the process. At this point, the method we developed for analyzing qualitative data is complete. At this point, we made sure that the results of the data reduction and data display were in line with the original research objectives. Meaning is gleaned from the collected information by seeing patterns, connections, and anomalies so that problems can be better understood and addressed. The inferences made from the used sources are considered credible. The project's ultimate purpose is to improve students' understanding by amassing reliable and correct data.

Results and Discussion

Early childhood education (ECED) is the initial stage in a child's education process. Along with the advancement of technology and digitalisation, ECE school marketing strategies must keep up with the times. In this article, we will discuss the marketing strategies of ECE schools in the digital era.

Building School Image

The initial perception that potential students and parents form of an educational institution is largely influenced by its school image. Thus, it is crucial to establish a favorable image of the school. In contemporary times, the construction of a school's image can be facilitated through the utilization of social media, websites, and other digital platforms (Ausat, 2022). Educational institutions specializing in Early Childhood Education (ECE) have the ability to produce engaging and enlightening material pertaining to their academic programs, amenities, syllabi, and accomplishments. When constructing the school's image, it is imperative to prioritize a visually appealing and cohesive aesthetic in order to engender a sense of attraction and confidence in both parents and potential students (Zen et al., 2023). In our opinion, building a school image is the process of enhancing the reputation and positive perception of an educational institution. There are multiple strategies that can be employed to achieve this objective, including enhancing the caliber of education, upgrading the infrastructure, augmenting the participation of parents and community members, and fostering a constructive and all-encompassing school environment. Establishing a favorable school image can yield numerous benefits for students, educators, and the wider community. Several favorable outcomes can arise from establishing a positive school image, such as: To begin with, it enhances the level of community engagement and confidence in the educational institution. The establishment of a positive image can enhance the level of trust and confidence within the community regarding the school's capacity to deliver high-quality education and

cater to the requirements of its students. Secondly, enhancing the caliber of students. A positive institutional image has the potential to draw in highly capable students, thereby enhancing the caliber of education dispensed by the school. Thirdly, it enhances teacher motivation and instills a sense of pride. Educators employed in institutions with a positive reputation are likely to experience increased motivation and job satisfaction, leading to an enhancement in the caliber of instruction delivered. Moreover, it enhances the level of parental and community engagement. A favorable school image has the potential to draw the attention of parents and community members towards engaging in school-related events, including but not limited to parent-teacher meetings, social gatherings, and other similar activities. Finally, it enhances the rapport between the educational institution and the local populace. A favorable school image can enhance the school-community relationship, facilitating the acquisition of support and aid to tackle diverse issues and obstacles encountered by the school. Constructing a favorable school image is a crucial measure towards enhancing the standard of education and fostering a superior academic milieu for students, educators, and the society.

Improving Engagement with Parents

The involvement of parents holds significant importance in the realm of early childhood education. Hence, it is plausible that early childhood educational institutions can enhance parental involvement by utilizing digital channels such as social media, email, and websites. Educational institutions have the capacity to disseminate information pertaining to academic events, student accomplishments, and forthcoming engagements (Harahap, Ausat, Sutrisno, et al., 2023). Furthermore, educational institutions have the capability to employ digital platforms as a means to provide guardians with the ability to view report cards, activity schedules, and other pertinent notifications. Through enhanced parental engagement, educational institutions can foster stronger connections with parents and bolster their confidence in the school. It is hypothesized that augmenting parental participation in the realm of early childhood education will yield a noteworthy favorable influence on the advancement and caliber of children's educational experiences. The role of parents in molding the character, personality, and skill development of their offspring during the formative years is a crucial aspect to consider. Consequently, augmenting parental participation in the education of young children is a crucial measure in the pursuit of establishing an improved educational milieu. Several beneficial outcomes can be observed when parental involvement in early childhood education is increased. To begin with, it enhances the standard of education. The active involvement of parents in their children's education can facilitate support and assistance in the teaching and learning process both at home and in school. This measure is expected to enhance the overall caliber of education provided to children. Moreover, it enhances the motivation and interest of children towards the process of learning. The active involvement of parents in their children's education can serve as a source of support and motivation, thereby fostering greater enthusiasm for learning among their offspring. Children's interest and enthusiasm for learning are likely to increase with this strategy. Thirdly, it helps kids develop their interpersonal abilities. Through active participation in their children's education, parents can facilitate the development of important social skills in their children, including effective communication, cooperation, and the ability to establish positive relationships with others. Furthermore, it enhances the self-esteem of children. Parents who exhibit active involvement in their children's education can offer valuable support and positive reinforcement that fosters their children's self-assurance. This intervention is expected to enhance children's self-assurance and preparedness to confront forthcoming obstacles. Ultimately, it fosters an improved rapport between parental figures and their offspring. By actively participating in their child's educational pursuits, parents have the opportunity to enhance their bond with their offspring. This measure is expected to facilitate the establishment of a cohesive and nurturing familial atmosphere. Consequently, augmenting parental engagement in the realm of early childhood education yields a significant and favorable influence on the advancement

and caliber of children's educational pursuits. Parents play a crucial role as collaborative agents in the formation of a more promising future generation.

Optimising Social Media

The utilization of social media platforms can prove to be a highly efficacious marketing strategy for early childhood education institutions. Educational institutions have the ability to establish social media profiles on platforms that align with their intended audience, such as Facebook, Instagram, or TikTok (Fauzi et al., 2023). Educational institutions have the potential to employ social media platforms as a means to advertise school events, disseminate pertinent information, and foster active involvement from parents. When optimizing their social media presence, educational institutions should prioritize the consistency and quality of their content, as well as their engagement with their followers. In our assessment, the optimization of social media platforms for Early Childhood Education (ECE) institutions is likely to yield substantial benefits for both the educational outcomes of children and the administrative operations of the institution. In the contemporary digital age, social media has emerged as a potent tool for facilitating communication and information dissemination, enabling the connection of parents, teachers, and communities with early childhood education (ECE) schools. The optimal use of social media in ECE institutions has been shown to have a number of positive effects. To begin with, it encourages parents to be actively involved in their children's schooling. Social media allows for instantaneous two-way connection and the dissemination of data about children's activities and growth. This can help parents become more actively involved in their child's education. The school's standing will also be raised as a result. The public's view of the school improves as a result of the use of social media platforms, which allow for the distribution of high-quality visual media and instructive resources. Third, we must improve data availability. The ECE institution can use social media to disseminate news about upcoming events, important notices, and the most recent developments in the field of early childhood education. By taking this step, parents and others of the community will have easier and faster access to important data. As a fourth benefit, it raises the bar for classroom education. It is possible to improve the quality of pedagogical instruction in the classroom through the dissemination of useful educational resources and materials through the use of social media platforms. Ultimately, it enhances the efficacy of educational institution administration. Social media platforms have the potential to facilitate the coordination of schedules, enable communication with educators and personnel, and expedite the dissemination of administrative information in a prompt and efficient manner. This measure has the potential to enhance the overall efficacy and administration of the educational institution. Therefore, the optimization of social media for Early Childhood Education (ECE) schools can yield substantial benefits for both the enhancement of children's education and the administration of the ECE institution. Hence, it is imperative for early childhood education (ECE) institutions to employ social media judiciously and efficiently in order to attain superior educational objectives.

Provide Educational Content

Educational institutions specializing in Early Childhood Education (ECE) have the capacity to offer informative resources to parents, including advice on parenting, insights into early childhood development, and recommendations for relevant literature on the subject. Blogs and social media platforms offer viable channels for disseminating educational content (Septianti et al., 2023). The provision of educational content can enhance the school's reputation as an educational institution that prioritizes the academic development of its students. In our scholarly perspective, the provision of educational materials to ECE institutions is likely to yield a substantial positive influence on early childhood development. This is because effective and relevant education can establish a sturdy basis for a child's subsequent growth and development. Several beneficial outcomes arise from offering

educational materials to early childhood education (ECE) institutions. To begin with, it enhances the standard of education. The pedagogical material presented has the potential to assist educators in formulating more efficacious and advantageous instructional methodologies for young learners. The implementation of this approach has the potential to enhance the caliber of education and optimize the academic achievements of children. Moreover, it fosters the development of children's creativity and abilities. Diverse and captivating educational material has the potential to inspire children to engage in learning through unconventional and imaginative means. This intervention has the potential to enhance the cognitive abilities and aptitude of children. Thirdly, it enhances parental engagement in the academic pursuits of their offspring. Parents can be offered educational materials to facilitate their comprehension and assistance of their child's growth and progress. This phenomenon has the potential to enhance parental engagement and active involvement in their children's academic pursuits. Fourthly, it enhances the reputation of the educational institution. ECE institutions that offer valuable and high-quality educational material have the potential to enhance their standing and prestige within the community. Finally, it enhances the accessibility of information. Diverse formats, including books, videos, and educational games, can facilitate the dissemination and accessibility of educational content. The provision of valuable and high-quality educational material to early childhood education (ECE) institutions can yield substantial benefits for the development of children, as well as the overall caliber and standing of the school. Hence, it is imperative for early childhood education institutions to guarantee that the pedagogical material dispensed is pertinent, advantageous, and fitting to the developmental requirements and capabilities of young learners, and can be conveniently availed by guardians and the society.

Organise Online Events

One potential strategy for promoting an early childhood school is through the utilization of online events, including webinars, workshops, and talk shows. These gatherings can address subjects that are pertinent to the field of early childhood education (Rao, 2019). Moreover, these virtual gatherings can serve as a mechanism to enhance connections with parents and potential students. Educational institutions have the option to extend invitations to distinguished speakers who possess specialized knowledge in the domain of early childhood education. These speakers can engage in discussions pertaining to subjects that are both captivating and enlightening for parents and potential enrollees. When planning an online event, educational institutions should prioritize scheduling the event at an appropriate time and utilize social media and email marketing to effectively promote the event. Parents and prospective students will have an easier time participating in and attending the event if this is the case. We believe that there will be significant gains for the development and improvement of the early childhood education (ECE) sector if institutions in this sector coordinate virtual events. This is because gatherings of this nature have the potential to increase communication and cooperation among children, their families, and teachers. There are a number of positive results that can be seen when ECE institutions host online events. At first, it raises participation and interest. Students, parents, and teachers all stand to benefit from increased participation and communication when online activities are incorporated into the curriculum. This intervention has the potential to improve students' academic outcomes and foster healthy development in kids. Additionally, it improves availability. Since the internet allows people to connect from anywhere at any time, holding events online can help make education more widely available and eliminate barriers like distance. Thirdly, it makes work easier and more productive. By reducing the time and money spent on travel and venue rental, online events can boost efficiency and productivity in the educational process. Forth, it helps boost originality and originality. Incorporating new technologies, digital media, and methods of virtual participation, online events can serve as a catalyst for pedagogical innovation. Finally, it improves networking and facilitates collaboration. The utilization of online events can

facilitate the improvement of network development and collaboration among schools, teachers, parents, and communities, thereby reinforcing support and cooperation in the advancement of early childhood education. Consequently, the coordination of virtual events for schools specializing in Early Childhood Education (ECE) can yield noteworthy benefits for the advancement and enhancement of early childhood education. Additionally, it can foster increased engagement and participation from parents and communities in the educational process. Hence, it is imperative for early childhood education (ECE) institutions to prudently and efficiently employ technology and virtual platforms to enhance the caliber and achievements of children's learning.

Applying Technology in Learning

In contemporary times, educational institutions specializing in Early Childhood Education (ECE) are required to integrate technological advancements in their pedagogical practices to remain relevant. The utilization of technology can facilitate enhanced engagement and captivating educational experiences for young children (Paul et al., 2023). Furthermore, technology has the potential to facilitate the monitoring of student progress and expedite administrative and documentation procedures within educational institutions. Educational institutions have the option to employ various applications or online platforms that are tailored to meet the specific requirements of both the school and its students. From our perspective, the integration of technology into early childhood education (ECE) has the potential to yield substantial benefits in terms of enhancing the efficacy, productivity, and caliber of the learning experience. Several favorable effects of integrating technology into early childhood education (ECE) pedagogy include the following: Initially, it enhances the level of appeal and impetus. The utilization of technology in education has the potential to enhance children's engagement and drive to learn, as it incorporates digital media that is both captivating and interactive. In addition, it improves the quality and efficiency of education. Technology's use in the classroom has the potential to boost education's efficiency and quality by, among other things, reducing the likelihood of mistakes made during instruction, speeding up the time it takes to find relevant information, and allowing for more individualized lessons. Thirdly, encouraging more participation from parents. Educators, students, and parents all benefit when there are more ways for them to communicate and collaborate through the use of technology. For a fourth, it helps boost originality and originality. The utilization of technology can provide opportunities for creativity and innovation in the realm of education, exemplified by the implementation of interactive and innovative learning software, or the incorporation of captivating digital media. Ultimately, it enhances the preparedness of children for the digital realm. The integration of technology in early childhood education can facilitate the acquisition of digital literacy skills and experience among children, thereby equipping them with essential competencies for navigating the digital landscape in the future. The utilization of technology in early childhood education (ECE) has the potential to yield substantial benefits, including enhanced educational outcomes, increased efficiency, and improved quality of instruction. Consequently, it is imperative for early childhood education (ECE) institutions to judiciously and efficiently employ technology in order to enhance the caliber and achievements of children's learning.

Collaborating with the community

Early Childhood Education (ECE) institutions have the potential to establish partnerships with communities that share a common objective of enhancing the standard of early childhood education. Collaborative partnerships with the community have the potential to broaden the school's outreach and enhance its visibility among both current and prospective stakeholders, including parents and students (Prastyaningtyas et al., 2023) and (Harahap, Ausat, & Suherlan, 2023). Furthermore, collaborative relationships with community organizations can facilitate the acquisition of necessary resources and assistance for enhancing

the caliber of education provided to students. It is our contention that engaging in collaborative efforts with the community will yield substantial benefits for ECE institutions in the advancement of early childhood education. Engaging in collaborative efforts with the community has the potential to enhance the caliber of education and foster the growth of children, while simultaneously fortifying the bond between the educational institution and its neighboring community. Several favorable outcomes can arise from engaging in community collaboration for early childhood education (ECE) schools, including the following: Initially, it enhances the accessibility and sustainability. The involvement of the community in collaboration with ECE schools has the potential to enhance accessibility and sustainability. This can be achieved through the expansion of outreach efforts and the optimization of existing resources within the community. Secondly, the provision of support and assistance. Collaboration within the community can offer aid and support to early childhood education (ECE) institutions in areas such as administrative requirements, program advancement, and acquisition of educational resources. Third, bettering the quality of children's educational opportunities. Involving the local community in school-wide projects exposes students to the history, traditions, and ecology of the area around the school, which can only help them as they grow as individuals and as future members of society. Additionally, it encourages parental participation. Collaboration with the community encourages more engagement and communication among parents, students, and schools, which in turn increases parental involvement in their children's education. Finally, it enhances the level of trust within the community. The involvement of the community in collaboration with ECE schools can foster trust by showcasing the school's dedication and active involvement in providing support and service to the neighboring community. Collaboration with the community can yield substantial positive outcomes for the advancement and growth of the ECE institution, while also offering notable advantages for both children and the neighboring community. Hence, it is imperative for early childhood education (ECE) institutions to establish robust and fruitful collaborations with the neighboring community, and effectively leverage the potential of the surrounding milieu to facilitate the advancement of early childhood education.

Paying attention to data security

When utilizing technology and digital platforms, early childhood education **institutions** should prioritize the safeguarding of sensitive information pertaining to students and their guardians. It is imperative for educational institutions to guarantee the security and integrity of data housed on digital platforms, preventing any potential exploitation by unscrupulous entities. Furthermore, educational institutions are required to adhere to relevant policies and guidelines concerning the utilization of individuals' personal information. In contemporary times, we posit that prioritizing data security for ECE institutions will yield significant benefits for both schools and data consumers, given the prevalence of digital technology. The term "data security" pertains to safeguarding personal and sensitive information that is produced, administered, and utilized by educational institutions specializing in early childhood education and their respective stakeholders. Several beneficial outcomes can be observed by prioritizing data security in early childhood education (ECE) institutions. Initially, safeguarding the confidentiality of minors and households. By prioritizing data security, educational institutions in the field of Early Childhood Education (ECE) can safeguard the confidentiality of children and families by guaranteeing that confidential and personal data is not disclosed or exploited by unauthorized entities. Secondly, upholding the reputation of the educational institution. By prioritizing data security, educational institutions in the field of Electrical and Computer Engineering (ECE) can uphold their standing and positive perception by exhibiting a conscientious and responsible approach towards safeguarding sensitive and personal information. Thirdly, the prevention of privacy breaches and cybercrime. By prioritizing data security, educational institutions in the field of Electrical and Computer Engineering (ECE) can mitigate the likelihood of privacy breaches

and cybercrime. This can be achieved by minimizing the risk of data leaks, fraudulent activities, or cyberattacks. Fourthly, enhancing parental confidence. By prioritizing data security, educational institutions specializing in Early Childhood Education (ECE) can enhance parental confidence by ensuring the protection and safety of their children's personal and sensitive data. Finally, the task of ensuring adherence to regulatory standards. By prioritizing data security, educational institutions in the field of Electrical and Computer Engineering (ECE) can adhere to regulations and policies pertaining to safeguarding personal data, such as the General Data Protection Regulation (GDPR), in order to avoid potential penalties or financial consequences. It is imperative to prioritize data security in ECE schools to safeguard the confidentiality of children and families, uphold the institution's standing, forestall privacy violations and cyberattacks, enhance parental confidence, and adhere to regulatory requirements. Consequently, it is imperative for educational institutions specializing in Electrical and Computer Engineering (ECE) to implement comprehensive and efficient protocols and measures to safeguard confidential and individual information. Furthermore, it is crucial to periodically enhance and advance their security frameworks. Benefits of an Early Childhood School digital marketing strategy is presented in table 1.

Table 1. Benefits of an Early Childhood School Digital Marketing Strategy

No	Indicators	Item
1	Building School Image	a. increases community interest and trust in the school b. improving the quality of students c. increases teacher motivation and pride d. increases parental and community involvement e. improves the relationship between the school and the community.
2	Improving Engagement with Parents	a. improves the quality of education b. increases children's motivation and interest in learning c. helps develop children's social skills d. boosts children's self-confidence e. builds a better relationship between parents and children.
3	Optimising Social Media	a. increases parental involvement in children's education b. improves the image of the school c. improving access to information d. improves the quality of teaching e. improves the efficiency of school management.
4	Provide Educational Content	a. improves the quality of education b. enhances children's creativity and skills c. increases parental involvement in children's education d. improves the image of the school e. improves access to information.
5	Organise Online Events	a. increases participation and engagement b. improve accessibility c. improves efficiency and productivity d. enhances creativity and innovation e. enhances networking and collaboration.
6	Applying Technology in Learning	a. increases attraction and motivation b. improve the effectiveness and quality of learning c. improving parental involvement d. enhances creativity and innovation e. improves children's readiness for the digital world.
7	Collaborating with the community	a. improves accessibility and sustainability b. providing support and assistance c. improving children's learning experience d. improves parental engagement e. increases community trust.
8	Paying attention to data security	a. protecting the privacy of children and families b. maintaining the school's reputation c. preventing privacy breaches and cybercrime d. increasing parental trust e. maintaining regulatory compliance.

In the contemporary digital era, marketing strategies for ECE schools ought to remain abreast of the latest technological advancements and leverage online platforms to enhance school promotion, foster parent engagement, and fortify relationships with potential students (Olmstead, 2013) and (Lindeman et al., 2021). When implementing marketing strategies, educational institutions should prioritize the school's image, optimize their social media presence, provide educational content, host online events, integrate technology in learning, establish partnerships with communities, and ensure the security of their data. Through the

implementation of effective marketing strategies, early childhood education (ECE) institutions can enhance parental interest and confidence in the school, thereby contributing to the advancement of the quality of early childhood education.

It is imperative for educational institutions in the field of Early Childhood Education (ECE) to prioritize the enhancement of educators' competencies and the fulfillment of students' requirements. The presence of competent instructors is likely to enhance the standard of education in academic institutions and facilitate enhanced educational opportunities for pupils. (Rukman et al., 2023) and (Diawati et al., 2023). Moreover, educational institutions ought to prioritize the requirements of their pupils, encompassing their academic progress and their physical and psychological welfare. When formulating a marketing plan for an ECE institution, it is imperative to ensure that the school's integrity and credibility are upheld. This measure can facilitate the establishment of trust between schools and parents/communities, and enhance the school's standing in the perception of external stakeholders. In the contemporary digital landscape, effective promotion of Early Childhood Education (ECE) institutions necessitates meticulous strategizing and a comprehensive comprehension of market dynamics and demands (Manafe et al., 2023) and (Jaas, 2022). Educational institutions ought to have the capacity to maximize social media and digital platforms, furnish pertinent academic material, host virtual gatherings, integrate technology in pedagogy, cooperate with localities, and prioritize data protection. The implementation of effective marketing strategies can enhance the reputation of ECE schools, foster greater parental engagement, cultivate relationships with potential students, and contribute to the advancement of early childhood education standards.

Upon further examination, it is imperative for educational institutions specializing in Early Childhood Education to consistently assess the effectiveness of their marketing tactics. Assessment of the efficacy of educational programs can be conducted by means of parent satisfaction surveys, analysis of online platform and social media usage data, and measurement of academic attainment and student growth. Through the implementation of routine assessments, educational institutions can enhance and streamline their promotional tactics, while simultaneously enhancing the caliber of instruction and contentment of both pupils and guardians. The significance of marketing strategies for early childhood education institutions is on the rise in the current digital age (Dwivedi et al., 2021) and (fierro et al., 2017). The implementation of an effective marketing strategy can enhance the reputation of ECE schools, foster greater parental engagement, cultivate relationships with potential students, and ultimately contribute to the advancement of early childhood education standards. Nonetheless, educational institutions must also prioritize the enhancement of educators' proficiency and the fulfillment of students' requirements, while upholding the school's integrity and credibility. Through the implementation of routine assessments, educational institutions can enhance and streamline their promotional tactics, while simultaneously enhancing the caliber of instruction and contentment levels of both pupils and guardians.

Ultimately, in today's technological era, ECE schools' marketing strategies aren't only about drawing in new students and their families; they're also about bettering the educational experience for current students, parents, and communities (Sumarsono et al., 2016) and (Aritonang, 2018). ECE schools can boost their reputation and the quality of education they provide, as well as encourage more parental and community participation, by paying attention to the needs and peculiarities of the market and optimizing technology and online platforms. Therefore, in order to effectively and efficiently advertise their programs, ECE schools should stay up with the newest technological and marketing trends, as well as the needs and features of the market. The success of ECE school marketing efforts in the internet age will depend on their ability to be creative, innovative, and collaborative with parents, communities, and other connected parties.

In addition, educational institutions specializing in Electrical and Computer Engineering (ECE) must take into account data security considerations when devising marketing tactics in the contemporary digital landscape. The advancement of information technology has led to a rise in potential threats to data security. Therefore, it is imperative for educational institutions in the field of Early Childhood Education (ECE) to take measures to safeguard the confidentiality and integrity of student and parent data (Sapanca & Kanbul, 2022). The implementation of rigorous data security policies and procedures, coupled with cautious and prudent use of online platforms and social media, can facilitate the achievement of this objective.

The present discourse pertains to various significant theoretical contributions concerning the discussed topic. Initially, the notion of digital marketing. The advancement of technology has led to the emergence of digital marketing as a crucial approach for promoting products or services. Within this particular context, conducting research can facilitate a more profound comprehension of the notion of digital marketing, as well as the optimal means of executing a successful digital marketing strategy for early childhood education (ECE) institutions. Next, the topic of discussion is marketing communication. The significance of marketing communication is paramount in the realm of digital marketing. Scholarly inquiry can examine strategies for crafting a lucid and compelling message tailored to the specific audience, as well as methods for effectively conveying the message to the intended recipients. Thirdly, an analysis of the market. In the digital era, market analysis holds significant importance in devising marketing strategies for early childhood education institutions. The research can address the effective methods of conducting market analysis and identifying pertinent market trends for early childhood education (ECE) schools. Regarding practical contributions that can be conveyed, there exist several crucial aspects that ought to be implemented in educational institutions. The initial topic pertains to social media. Social media is a crucial component of digital marketing tactics. Scholarly inquiry can offer pragmatic recommendations on the proficient utilization of social media platforms for the promotion of Early Childhood Education (ECE) institutions. This includes strategies for crafting compelling content and maximizing the efficacy of social media advertising. Additionally, the topic of discussion pertains to school websites. The inclusion of school websites is a crucial component within the realm of digital marketing. Academic research can offer pragmatic recommendations on designing an appealing and intuitive website, along with strategies for enhancing its search engine visibility. Thirdly, collaborations between entities. In the digital age, partnerships have the potential to serve as a successful marketing tactic for early childhood education (ECE) institutions. Empirical investigations can offer pragmatic recommendations on how to establish alliances with pertinent stakeholders, such as internet service providers or digital platforms, to augment the prominence and standing of early childhood education institutions. Ultimately, the field of analytics is of utmost importance. The utilization of analytical instruments, such as Google Analytics, can aid in the evaluation of the efficacy of digital marketing tactics. Empirical inquiry can offer pragmatic direction on the utilization of said analytics instruments to gauge and enhance the digital marketing tactics of early childhood education (ECE) institutions.

In the contemporary digital landscape, the marketing strategy of an ECE institution necessitates meticulous planning and a comprehensive comprehension of market features and demands. Educational institutions ought to have the capacity to maximize the potential of social media and online platforms, furnish pertinent educational materials, host virtual events, integrate technology in pedagogy, establish partnerships with communities, and prioritize data security. Through the implementation of effective marketing strategies, early childhood education (ECE) institutions can enhance their reputation, foster greater parent engagement, cultivate stronger relationships with potential students, and ultimately contribute to the advancement of ECE quality.

Conclusion

When devising marketing strategies, contemporary early childhood education (ECE) institutions ought to take into account market characteristics, social media and online platforms, educator quality, and student requirements. Through the optimization of technology and online platforms, as well as a focus on market demands, educational institutions have the potential to enhance their reputation, improve the quality of education, and increase parental and community involvement in educational initiatives. Recommendations for ECE institutions to enhance their marketing strategies in the digital age encompass focusing on market demands and features, and crafting educational materials that are pertinent and appealing to potential students and parents. Further avenues for research can be explored in order to expand upon this study, including conducting a competitor analysis. This study aims to conduct a comprehensive analysis of the marketing tactics employed by competitors of ECE schools in response to the challenges posed by the digital age. This will assist educational institutions in the field of Early Childhood Education (ECE) to attain a more favorable competitive edge.

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