



Marketing Strategy of the Skul.Id Platform as a Digital Education Ecosystem in Increasing Telkomsel's Youth Market in the Bali Region

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ARTICLE INFO	ABSTRACT
Published: June 2025	<i>The digital transformation in the education sector has driven the growth of various online learning platforms, including Skul.id. Despite offering innovative features, the adoption of Skul.id among students in Bali faces multiple challenges, such as low user engagement and competition from similar platforms. This study aims to analyze Skul.id's marketing strategy and its effectiveness in reaching the youth market of Telkomsel SIM card users in Bali. This research employs a qualitative descriptive approach, utilizing data collection techniques such as in-depth interviews, participatory observations, and document analysis. The research informants include Telkomsel's marketing team and Skul.id users, comprising students and educators in various schools across Bali. The findings indicate that Skul.id's current marketing strategy has yet to fully optimize its potential in attracting students. Despite its integration with Telkomsel services, limitations in digital promotion efforts and a lack of product differentiation remain major obstacles. Additionally, user trust in the platform's effectiveness poses a significant challenge. The study concludes that the Marketing Mix 7P and STP strategy should be optimized by enhancing digital campaigns, strengthening collaborations with educational institutions, and reinforcing brand positioning to improve Skul.id's competitiveness in the digital education market.</i>
Keywords: 7P Marketing Strategy; Skul.id Marketing Strategy; Telkomsel Youth Market.	
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INTRODUCTION

The development of information technology in the last two decades has brought about major transformations in various sectors, including education (Shahatha Al-Mashhadani et al., 2021). In the midst of global digitalization, the learning system has also experienced a paradigm shift, from a conventional approach towards the intensive use of digital technology. The online learning model through digital platforms is now an important solution in increasing the effectiveness of the teaching and learning process, especially post-COVID-19 which accelerates the need for technology adoption in education (Megalou et al., 2022). One form of innovation in the transformation of education is the development of a Learning Management System (LMS). LMS allows learners and teachers to access learning materials, take online evaluations, and monitor learning progress in real-time (Alenezi et al., 2023; Nehru et al., 2021). However, the effectiveness of an LMS is not only determined by the completeness of the features, but also the marketing strategy used to actively reach users. This is the main background in this study.

In the Indonesian context, Telkomsel as one of the largest telecommunication service providers is taking advantage of this opportunity by launching Skul.id, a cloud-based LMS platform designed to support the learning process in schools. Skul.id not only aims to provide access to digital learning, but also to be part of Telkomsel's grand strategy in expanding the

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penetration of the Youth Market, especially by card users. U, which is the age segment of students between 13 and 24 years old (Telkomsel, 2024–2025). Skul.id is designed as Telkomsel's strategic marketing tool to strengthen the attachment of young consumers to their digital service ecosystem. The platform not only offers free access, but also exclusive integration with internet quota by. U, gamification features, and rewards programs. Through Skul.id, Telkomsel indirectly creates customer loyalty from an early age. This strategy reflects the application of the integrated 7P (Product, Price, Place, Promotion, People, Process, Physical Evidence) Marketing Mix concept, not only for education, but also as a means of expanding mobile market share (Kotler et al., 2024; Boangmanalu & Indrawati, 2025).

The transformation of digital-based education has become an inevitable phenomenon. In a region like Bali, which has unique geographical and cultural characteristics, the digitalization of education holds both potential and challenges. According to Vasileiou and Paraskeva (2021), the adoption of digital education platforms is greatly influenced by geographical, cultural, and infrastructural factors. Based on data from Telkomsel (2024–2025), more than 181 schools in Bali have been registered using Skul.id. However, of these, only about 40% of students and teachers are actively using the platform in full, while the rest show limited participation (Megalou et al., 2022). This suggests that while initial penetration is quite high, user retention and engagement rates remain a significant challenge, especially in regions with varying levels of digital literacy and infrastructure (Al-Fraihat et al., 2020). Similarly, Alenezi et al. (2023) found that the successful implementation of LMS platforms requires continuous user support and personalized learning experiences. According to a study by Nehru et al. (2021), LMS platforms often face difficulties in ensuring long-term engagement due to technological gaps and insufficient training. As emphasized by Torshizian et al. (2022), bridging these gaps through infrastructure improvement and enhanced training programs is essential for maximizing the potential of digital learning platforms.

This challenge is exacerbated by digital infrastructure gaps, especially in rural areas of Bali. Based on field observations, around 35% of schools experience limited internet access or devices that are not compatible with LMS systems. To overcome this, Telkomsel has initiated a network development program and provided device subsidies to several schools (Telkomsel, 2024–2025).

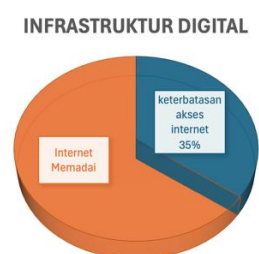


Figure 1. Phenomena and Problems of Skul.id Implementation in the Bali Region in terms of Digital Infrastructure

Source: Results of Researchers' Field Observations (2024-2025).

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Not only in terms of infrastructure, the low digital literacy among users is also a challenge in itself. About 20% of schools have difficulty using Skul.id due to the lack of training and readiness of educators and students. In response, Telkomsel has held training for teachers, provided digital learning modules, and conducted direct socialization activities to schools.

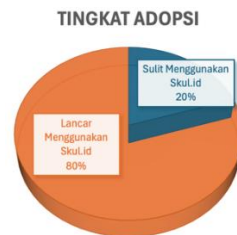


Figure 2. Phenomena and Problems of Skul.id Implementation in the Bali Region in terms of Adoption Rate

Source: Results of Researchers' Field Observations (2024-2025).

Another problem is low user engagement. Although 60% of students and teachers are already registered, the active participation rate is only 40%. This low engagement suggests that a platform's strategy should be able to do more than provide technical features, but also build a fun and relevant user experience.



Figure 3. Phenomena and Problems of Skul.id Implementation in the Bali Region in terms of User Involvement

Source: Results of Researchers' Field Observations (2024-2025).

To answer these challenges, Telkomsel has designed a marketing strategy that places Skul.id as a digital educational product that is not only efficient, but also attractive to students. This strategy is carried out through a Go-To-Market approach that includes a school acquisition process, tiered training, and long-term evaluation and maintenance. All of these activities are supported by digital communication channels, social media, and collaboration with the education community in Bali.

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Figure 4. Digitalization and Market Strategy Skul.id Telkomsel 2025.

Source : Researcher

User segmentation Skul.id specifically target the Youth Market segment aged 13–24 years. This generation is known as digital natives, who are highly exposed to technology, tend to be mobile-first, and are heavily influenced by the digital ecosystem in which they interact (Alenezi et al., 2023). They tend to prefer services that are free, responsive, fast, and include interactive elements such as gamification and digital competitions. It's no wonder that the marketing strategy for this segment should emphasize engagement, not just features. With these characteristics in mind, Skul.id marketing strategy should be designed to create immediate added value. Approaches such as cheap data bundling, attractive UI/UX, educational video content, and reward systems can increase student engagement. This strategy shows that the 7P approach can be a powerful framework to effectively reach this segment (Kotler, 2024; Boangmanalu & Indrawati, 2025).

Furthermore, the selection of communication channels must also consider the digital habits of young people. Platforms such as Instagram, TikTok, Discord, as well as collaborations with educational influencers and content creators can be effective mediums to communicate Skul.id values. The goal is not only for students to try, but also to feel comfortable and stay using the platform in the long term — until there is a brand switch from competing LMS such as Edmodo, Moodle, or the school's internal platform to Skul.id. The urgency of this research is no longer about whether an LMS is needed or not, but how the right marketing strategy can create user loyalty and expand Telkomsel's Youth Market. Skul.id does not stand alone as a product, but as part of Telkomsel's digital ecosystem that is oriented towards long-term market growth.

The development of information technology in the last two decades has brought about major transformations in various sectors, including education. In the midst of global digitalization, the learning system has also experienced a paradigm shift, from a conventional approach towards the intensive use of digital technology. The online learning model through digital platforms is now an important solution in increasing the effectiveness of the teaching and learning process, especially post-COVID-19 which accelerates the need for technology adoption in education (Megalou et al., 2022). One form of innovation

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in the transformation of education is the development of a Learning Management System (LMS). LMS allows learners and teachers to access learning materials, take online evaluations, and monitor learning progress in real-time (Alenezi et al., 2023; Nehru et al., 2021). Previous research by Ifinedo et al. (2020) revealed that the success of LMS adoption is influenced by user satisfaction, ease of use, and organizational support, particularly in developing countries. However, the effectiveness of an LMS is not only determined by the completeness of the features, but also the marketing strategy used to actively reach users. This is the main background in this study.

In the Indonesian context, Telkomsel as one of the largest telecommunication service providers is taking advantage of this opportunity by launching Skul.id, a cloud-based LMS platform designed to support the learning process in schools. Skul.id not only aims to provide access to digital learning, but also to be part of Telkomsel's grand strategy in expanding the penetration of the Youth Market, especially by card users. U, which is the age segment of students between 13 and 24 years old (Telkomsel, 2024–2025). Skul.id is designed as Telkomsel's strategic marketing tool to strengthen the attachment of young consumers to their digital service ecosystem. The platform not only offers free access, but also exclusive integration with internet quota by. U, gamification features, and rewards programs. Through Skul.id, Telkomsel indirectly creates customer loyalty from an early age. This strategy reflects the application of the integrated 7P (Product, Price, Place, Promotion, People, Process, Physical Evidence) Marketing Mix concept, not only for education, but also as a means of expanding mobile market share (Kotler et al., 2024; Boangmanalu & Indrawati, 2025). A study by Vasileiou and Paraskeva (2021) showed that the 7P marketing mix is particularly effective in education-related digital services when adapted to user preferences and integrated with mobile communication strategies.

The transformation of digital-based education has become an inevitable phenomenon. In a region like Bali, which has unique geographical and cultural characteristics, the digitalization of education holds both potential and challenges. Based on data from Telkomsel (2024–2025), there are more than 181 schools in Bali that have been registered using Skul.id. However, of these, only about 40% of students and teachers are actively using the platform in full, while the rest show limited participation. This suggests that while initial penetration is quite high, user retention and engagement rates are still a significant challenge. According to Al-Fraihat et al. (2020), sustaining user engagement in LMS platforms is linked not only to feature richness but also to continuous user support, interface personalization, and targeted digital marketing efforts.

Thus, this study aims to analyze the influence of Skul.id marketing strategy based on the 7P Marketing Mix approach on increasing student engagement as part of Telkomsel's Youth Market in Bali. This approach will provide a new understanding of the importance of an integrated and contextual marketing strategy in the world of digital education, as well as its contribution in expanding Telkomsel's market share among the younger generation. Digital transformation in education is growing rapidly, especially with the existence of Learning Management System (LMS) such as Skul.id developed by Telkomsel to support the digitalization of education in Bali, especially for the student segment. Despite having great potential, implementation Skul.id face challenges such as low adoption by schools and user engagement. This study aims to explore the effectiveness of the 7P marketing strategy implemented Skul.id to increase the engagement of Youth Market users in Bali. The general objective of the study was to analyze the influence of marketing strategies in reaching users aged 13-24 years, as well as identify supporting and inhibiting factors in their implementation. This research is expected to provide theoretical benefits

by enriching the study of digital marketing in education, as well as practical benefits for Telkomsel and educational institutions in optimizing LMS adoption. The results of the research will be a reference for the development of more effective marketing strategies and provide insights for future researchers in studies related to digital platform marketing in the education sector.

METHOD

The object of this research is students aged 13 to 24 years who are users or prospective users of the Skul.id platform in the school environment, with a focus on the Youth Market segment which is the main target of Telkomsel's marketing strategy through digital educational programs. Students in this age category were selected based on their typical digital behaviors, such as mobile-first tendencies and interest in free and interactive services, so the informants used as data sources were middle and high school students who had used Skul.id. The selection of informants was carried out purposively, considering their interactions with Skul.id's key features, including digital presence and online tasks, and engaging active and passive learners to get a complete picture of perceptions and barriers to using the platform. The object of this study includes the Skul.id marketing strategy implemented by Telkomsel using the Marketing Mix 7P approach, which consists of product elements, pricing, distribution, promotion, people involvement, activation process, and physical proof of service, to evaluate its impact on Youth Market user engagement and switching from competitors' LMS. In this study, the selection of informants also includes Telkomsel's marketing team and the school in order to provide in-depth insights into marketing strategies and the effectiveness of Skul.id use. The interviews were conducted to explore marketing strategies, challenges, and user experiences, with the aim of identifying the factors that support and hinder the implementation of Skul.id and formulate more effective marketing strategies. This study uses a descriptive qualitative approach to understand the influence of marketing strategy on the involvement of the Youth Market segment, with primary data obtained through interviews and observations, as well as secondary data from marketing literature and documents. The data analysis method was carried out in a qualitative thematic manner, by grouping data based on the theme of the 7P marketing strategy to gain a comprehensive understanding of the effectiveness of Skul.id in supporting the digitalization of education in Bali, with the hope that the results of the research can provide recommendations for Telkomsel and educational institutions in increasing the adoption of LMS in this region.

RESULT AND DISCUSSION

1.1.Implementation of STP Strategy in Skul.id Marketing

The implementation of the STP (Segmentation, Targeting, Positioning) strategy is the main approach in designing a Skul.id marketing strategy by Telkomsel to reach the *Youth Market* segment in the Bali region. This strategy is designed to adapt to the characteristics of young users who have a preference for digital services that are fast, flexible, and integrated with their all-online lifestyles. Skul.id is present as part of Telkomsel's efforts to create a digital education ecosystem, as well as a strategic instrument to increase the loyalty of young consumers to internet services by.

U (Telkomsel, 2025). Through focused segmentation, Telkomsel has managed to identify students aged 13–24 years as a potential user group that has a high level of technology adoption and is heavily influenced by digital trends. This segmentation includes demographic, geographical, and psychographic approaches that pay attention to their learning needs and attachment to mobile devices (Boangmanalu & Indrawati, 2025).

In the targeting stage, Telkomsel penetrates directly into educational institutions with school acquisition strategies, technical assistance, and tiered training. This approach is strengthened by the involvement of the education community which serves as an intermediary in increasing awareness and participation of Skul.id platform. In addition, collaboration with teachers and principals is carried out to ensure that the adoption of Skul.id is not just a formality, but an integral part of the school learning system in line with previous research (UNY Journal, 2016). Meanwhile, positioning Skul.id be placed as a free educational platform that not only facilitates the learning process, but also provides added value in the form of cheap quotas and interactive features. This differentiation places Skul.id as a solution that not only prioritizes content, but also pays attention to user experiences that are relevant to the needs of today's learners (Kotler et al., 2024).

Table 1. Segmentation, Targeting, and Positioning (STP) Strategy by Telkomsel.

STP ASPECT	DESCRIPTION
Segmentation	Ages 13–24 years, junior high school/high school/vocational school students equivalent, Bali Province area, mobile-first and digital native users
Targeting	A school with >100 students/batch, stable internet network, <i>price sensitive</i> and an active educational community
Positioning	Free LMS, integrated By.U cellular connection, gamification features, attractive and educational user interface and benefits for teachers

Source: Researcher

Based on the results of interviews with 100 respondents, the majority or around 92% are students aged 13-20 years, while the remaining 8% are teachers or school officials over 24 years old. This shows that the focus of Skul.id main users is indeed on the age range of students, in accordance with Telkomsel's Youth Market segmentation. Geographically, all respondents (100%) came from schools domiciled in the Bali area. This is in line with the purpose of the research which focuses on Skul.id marketing strategies in the province of Bali. Meanwhile, from the psychographic side, around 90% of respondents showed digital lifestyle tendencies. This is shown by their active behavior using social media, familiar with digital platforms, and having an interest in technology-based services such as Skul.id. These findings reinforce the importance of an interactive and mobile-first marketing approach to reaching the Youth Market. The three dimensions of segmentation, above demographic, geographical, and psychographic, provide a comprehensive picture that the main users of Skul.id are digital native learners in Bali, with a strong preference for technology-based educational services. Therefore, marketing strategies need to be designed to truly touch their digital lifestyles and habits.

The implementation of this STP strategy is the basis for Telkomsel to develop a digital education-based marketing model, which not only aims to expand market share, but also build loyalty from school age. Thus, STP is not only a market segmentation strategy, but also a foundation in creating a sustainable digital learning ecosystem in Bali.

Telkomsel's Market *Youth* Segmentation Through Skul.id

The market segmentation that Telkomsel applies to Skul.id users is systematically designed by considering the characteristics of the younger generation as digital natives. This segmentation refers to demographic aspects (age 13–24 years), geographical (students in Bali), psychographic (digital-based lifestyle), and behavior (mobile-first usage tendencies, interactive content preferences, and price sensitivity) in line with previous research (Alenezi et al., 2023; Boon & Noviaristanti, 2022).

Table 2. Telkomsel Segmentation through Skul.id

Segmentation		Information
Demographic		
Age	< 12 Years	2 out of 100 respondents aged less than 12 years
	13 - 24 Years	90 out of 100 respondents aged 13 to 24 years old
	> 25 Years	8 out of 100 respondents were over 25 years old
Geographic		
Domicile	Denpasar	40 out of 100 respondents were from Denpasar
	Badung	15 out of 100 respondents were from Badung
	Bangli	3 out of 100 respondents were from Bangli
	Stuttgart	7 out of 100 respondents are from Buleleng
	Gianyar	10 out of 100 respondents were from Gianyar
	Jembarana	3 out of 100 respondents are from Jembrana
	Karangasem	5 out of 100 respondents were from Karangasem
	Klungkung	7 out of 100 respondents were from Klungkung
	Tabanan	10 out of 100 respondents were from Tabanan
Psychographics		
Lifestyle	Digital-Based	95 respondents are digital-based
	Mobile First	90 out of 100 respondents to Mobile First Inclination
	Sensitive Pricing	93 respondents admitted to being sensitive to price

Source : Telkomsel, 2025

To better understand the profiles of respondents targeted by the Skul.id market segmentation, this study also classifies data based on three main segmentation dimensions, namely demographic, geographical, and psychographic. This data was obtained from 100 respondents who have been interviewed, consisting of students and teachers who are users or stakeholders of Skul.id in Bali. The age range of 13 to 24 years old was chosen as the focus of Telkomsel's Youth Market because this group is in a productive age phase that is very close to the use of digital technology. This generation is a digital native who has been accustomed to using smart devices and the internet since an early age, so they are more adaptive to innovation, including in learning based on digital platforms such as Skul.id. In addition, this age group also shows a high tendency towards mobile-first activities, online social interactions, and interest in interactive services such as gamification and reward systems. Therefore, the selection of this age segment is considered strategic to create

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long-term engagement as well as loyalty to Telkomsel's products and services, especially by. U which is part of the Skul.id ecosystem.

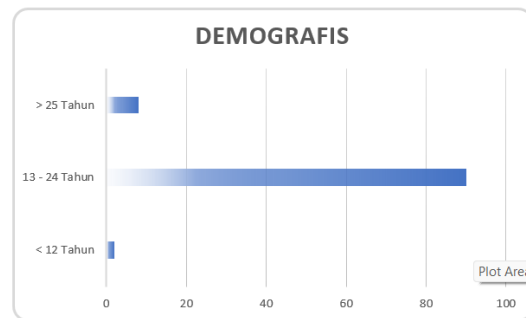


Figure 5. Demographic Segmentation Skul.id

Source : Telkomsel, 2025

From the image above, it can be seen that Telkomsel is targeting students in productive age who are very familiar with the digital ecosystem. This approach is important to create loyalty to Telkomsel's platform and services from an early age.

The results of an interview with I Wayan Dicky Mahendra, Officer of Telkomsel Bali Nusra's Youth Digital Community, revealed that, *"We map students in Bali as a potential segment because of their characteristics of being very close to technology and tend to use the internet to learn, play, and interact. With Skul.id, we offer not only an educational platform, but also a digital experience that fits their lifestyle."*

The same thing was conveyed by Januar Dwi Budi, Officer High Revenue Contributor of Telkomsel Bali Nusra. He stated that the learner-age segment is an important part of the long-term market growth strategy. *"Today's young people are the customers of the future. Through the right segmentation, we can form their loyalty from an early age, especially if the products we offer are in accordance with their daily needs,"* he said.

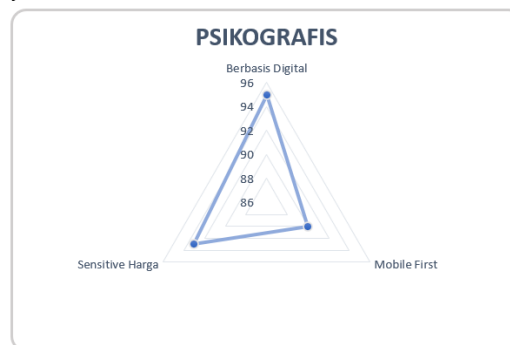


Figure 6. Psychographic Segmentation Skul.id

Source : Telkomsel, 2025

From the side of educational institutions, Junior High School Teacher A said that most of their students are indeed easier to accept platforms based on mobile applications. *"Our students tend to actively use mobile phones to study. They were enthusiastic when Skul.id was introduced, especially because this platform is lightweight and does not suck up regular quotas,"* he explained.

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Meanwhile, the SMA A teacher added that this segmentation division can also be seen from the tendency of students to choose video-based learning content. *"They quickly get bored with long texts. Learning videos, quizzes, and live chat features on Skul.id are the main attractions."* The junior high school student confirmed this by saying, *"I like to wear Skul.id because of the many quizzes. We can continue to get points as well."* Meanwhile, SMA A students stated that the live chat feature is very helpful when there are assignments. *"If you are confused, you can ask immediately. That's what makes it different from other learning platforms,"* he said.

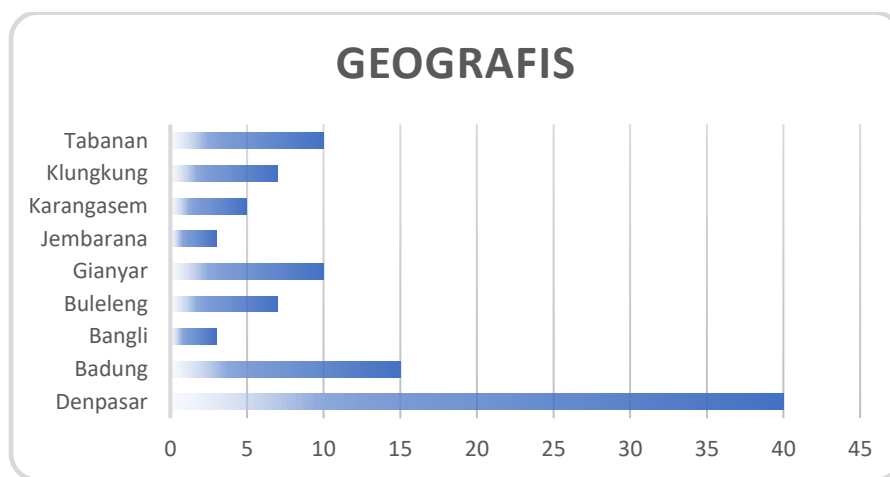


Figure 7. Geographic Segmentation Skul.id

Source : Telkomsel, 2025

Thus, the segmentation carried out by Telkomsel is very relevant to the behavior and preferences of the younger generation, especially in Bali. This approach reinforces Skul.id's position as a platform that is not only educationally relevant, but also culturally and socially contextual.

Targeting Strategy: School and Community Institutional Collaboration

Telkomsel's targeting strategy through Skul.id not only relies on a commercial approach, but also strengthens institutional networks and educational communities as the main channel for market penetration. Telkomsel targets schools with a large number of students, a stable internet network, and openness to digital innovation. This target is prioritized in 181 schools with more than 43,000 students (Telkomsel, 2025).

Table 3. User Growth Skul.id

User Growth Skul.id 2024 - 2025				
TELKOMSEL REGION BALNUS				
Year	School	Teacher	Student	Total
Q3 2024	27	540	6.480	7.020
Q4 2024	64	1.280	15.360	16.640
Q1 2025	90	1.800	21.600	23.400
Grand Total	181	3.620	43.440	47.060

Source : Telkomsel, 2025

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Ahmad Muzakki, Supervisor of Youth Community Sales Telkomsel Bali, explained, *"We started with a mapping of potential schools, then conducted presentations and training to teachers and school operators. This approach helps us build institutional trust, which will later be passed on to students."* He added that the success of the acquisition was largely determined by the initial response of principals and teachers to this digital platform.

This strategy has proven to be effective in its implementation, according to Lady Athalia, Business Development of Telkomsel Bali Nusra, saying that cooperation with institutions not only accelerates the adoption process, but also lowers psychological barriers to change. *"We did an MoU directly with the principal. After that, all training and onboarding processes run more smoothly because they have received structural trust from the school,"* he said. Yosbeka, as Account Officer of Skul.id, added that the involvement of the education community also plays an important role in targeting. *"We involve a community of teachers, digital volunteers, and even alumni to disseminate information and benefits of Skul.id. It's kind of a peer-to-peer approach that has proven to be more effective among students."*

From the user side, the SMP B teacher revealed that the community-based approach creates a sense of togetherness in the digital transformation process. *"When teachers are involved from the beginning, we feel we have a moral responsibility to make sure this program is successful,"* he said. The high school teacher added, *"With enough training, we become more confident in integrating Skul.id into learning."* SMP B students feel helped because the school community is actively using the platform. *"If all friends use it, it will be enthusiastic too. Moreover, sometimes there are competitions or challenges from Skul.id,"* he said. The High School A student added, *"If our school has an MoU with Telkomsel, it feels official and more convincing."*

Based on these findings, it can be seen that Telkomsel's targeting strategy through institutional and community approaches is very effective in building trust and increasing Skul.id adoption. This approach shows that educational marketing requires strong synergy between companies, institutions, and communities in creating sustainable technology adoption in line with previous research (UNY Journal, 2016; Kotler et al., 2024).



Figure 8. Targeting Skul.id Through the Education Community

Source: Researcher

Positioning Skul.id as By.U's Integrated LMS for Youth Market

The positioning of Skul.id as a Learning Management System (LMS) platform is inseparable from Telkomsel's efforts to integrate educational services with its digital ecosystem, especially the mobile internet service by.U. This positioning is built to make Skul.id not only a means of learning, but also a digital identity of students who are directly connected to Telkomsel's services. In the context of strategic marketing, positioning Skul.id is directed as an exclusively integrated cloud-based educational LMS platform with a free quota by. U, with the advantages of free access, interactive learning features, and a youth-friendly interface (UI/UX) (Telkomsel, 2025; Kotler et al., 2024). This placement underscores the differentiation of Skul.id from competitors such as Edmodo, Sekolahpro, Belajar.id and Google Classroom, which, although popular, do not yet offer full integration with local network operators.



Figure 9. Positioning Skul.id as differentiation

Source : Telkomsel, 2025

In an interview, Yosbeka, Account Officer Skul.id, said that, *"We want students to feel that Skul.id is part of their digital lifestyle. With by. As a liaison, they don't have to think twice about quotas or additional fees."* This affirmation shows that Skul.id is not just positioned as an LMS, but as part of the overall digital experience that Telkomsel has built. This positioning is also supported by a 2GB quota bundling worth IDR 1 for the whitelist number by. U used by students. Januar Dwi Budi said, *"We compile Skul.id positioning by emphasizing practical, economical, and fun advantages. That's what young people are looking for now."* This shows an emotional and functional approach in shaping users' positive perceptions of Skul.id.

From the user side, High School A students said, *"If you use Skul.id, it's like having a special online class by .U. Free quota and the appearance is also pleasing to the eye."* Meanwhile, SMP A students stated that Skul.id *"simpler than others and there are rewards too, so be enthusiastic about using it."* Junior High School B teachers admitted that students were easier to direct using the platform they already knew and teachers also got the value of the e-Learning module Learning for teachers, *"If they have used by. U, and Skul.id one package, so it's not difficult to adapt. That's what makes them get familiar quickly, plus we teachers get the benefit of learning modules for teacher certification for free as a form of skul.id cooperation with teachers and schools"*

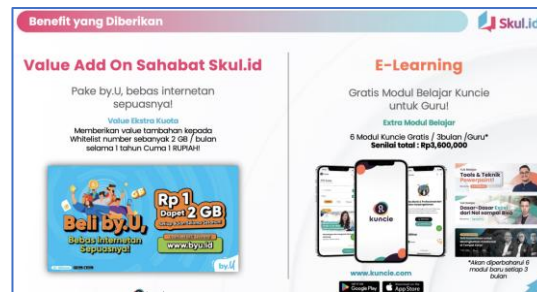


Figure 10. Positioning Skul.id in terms of Value Benefit
Source : Telkomsel, 2025

Overall, positioning Skul.id directly target the digital connectivity aspects of students: accessibility, user experience, and long-term engagement. By placing Skul.id in the by. U, Telkomsel has formed a functional integration between digital education and network services, as well as creating brand loyalty starting from school age in line with previous research (Alenezi et al., 2023; Boangmanalu & Indrawati, 2025).

7P Marketing Mix Analysis on Skul.id Marketing Strategy

The marketing strategy Skul.id developed with the 7P (*Product, Price, Place, Promotion, People, Process, and Physical Evidence*) marketing mix approach to answer the challenges of penetrating the education digital market. This approach was chosen because it is able to reach the dimensions of technology-based service products as a whole, especially in answering the expectations of young consumers who are critical of features, prices, and user experience (Kotler et al., 2024).

Based on an interview with Yosbeka, Skul.id product strategy is designed to align with the learning behavior of digital students. *"Our features are lightweight, flexible, and have a reward system. So it's not only learning, but also a fun experience,"* he said. In terms of pricing, Lady Athalia explained that *"the freemium strategy we use is based on the quota by. You make Skul.id superior because students are not burdened with additional costs."* Ahmad Muzakki added that the distribution of services is carried out through applications and direct training to schools: *"We go directly through training so that the distribution process also forms relationships."* In terms of promotion, I Wayan Dicky stated that Telkomsel uses a community-based and digital approach. *"We collaborate with schools, teacher communities, and social media for educational campaigns."* In addition, the involvement of people, teachers, students, and school operators is optimized through training and visits. The high school teacher admitted, *"The training from Telkomsel makes us confident. It's not just a tool, it's part of the curriculum."*

To facilitate understanding the application of the 7P Marketing Mix strategy in Skul.id marketing, the following is a brief tabulation that summarizes the seven elements and their implementation:

Table 4. Implementation of the 7P Marketing Mix Strategy in Skul.id Marketing

Element 7P	Implementation of Skul.id
Product	Free LMS with presence, tasks, grades, e-books, gamification features
Price	Free, cheap quota bundling (Rp1/2GB) for users by. U
Place	Available on App Store, Play Store, App Gallery and website, as well as wide access with Telkomsel cellular network
Promotion	Social media, school collaborations, product demos, teacher training
Browse	Telkomsel Team, Teachers, Principals, Students and the Community
Process	Training, onboarding, mentoring, retention processes
Physical Evidence	UI/UX display, teacher-student testimonials, digital certificates

Source: Researcher

This 7P strategy shows that Telkomsel not only focuses on technical features, but also pays attention to the overall user experience to increase the attractiveness and loyalty to Skul.id. Overall, the 7P mix in marketing Skul.id not only responds to the needs of the digital youth market, but also strengthens Telkomsel's position as a pioneer in the digital education ecosystem in Indonesia, especially in Bali.

Product, Price, and Place: Suitability of Skul.id Product with the Needs of Digital Youth

Skul.id product is designed as a platform that accommodates the learning habits of the young generation visually, quickly, and mobile-based, Skul.id makes it easier for all users in the learning process, both face-to-face and remotely. This product is equipped with gamification features, learning videos, forums, and reward systems that create an interactive and fun experience for users, The use of technology platforms in school digitalization systems is expected to be able to reduce complexity, increase efficiency and inspiration (Megalou et al., 2022; Kotler et al., 2024).



Figure 11. Product Features Skul.id as a Digital Value Ecosystem

Source : Telkomsel, 2025

In the interview, Yosbeka stated, *"Skul.id is not only a place to learn, but a place for students to compete, interact, and show their achievements through the reward system."* Price is also a competitive advantage. The platform is free and integrated with quota by. U which is only Rp1 for 2GB of data. Lady Athalia emphasized, *"We understand the economic limitations of students. So we created a freemium scheme and quota subsidies, so that the barrier to entry disappears."* This is strengthened by the opinion of the Junior High School Teacher A, *"Our*

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students are enthusiastic because they can learn without fear of running out of quota. That's an additional motivation that we didn't encounter before."



Figure 12. Price Skul.id to increase attraction and loyalty

Source : Telkomsel, 2025

The distribution of the product has also been carefully considered. Skul.id can be accessed through the website as well as the Android and iOS applications, and has been integrated with Telkomsel's network in almost all areas of Bali. Ahmad Muzakki said, *"We choose schools with ready infrastructure, but we also help the network if necessary. So distribution is not only technical, but also social."* From a student's point of view, Skul.id is considered easier to use than other platforms. The High School A student revealed, *"Opened on a cellphone quickly, it looks clean, and you can listen to music. It's not as hard as a school application."* Meanwhile, SMP B students said, *"I like to wear those that have prizes. It's more about learning when there's a challenge."*

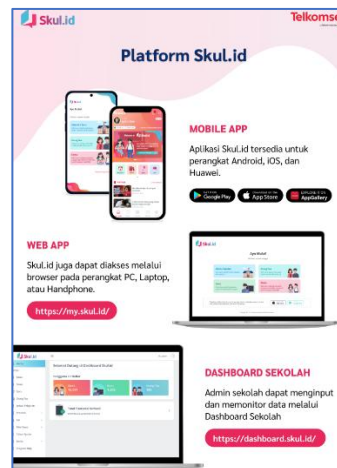


Figure 13. Place Skul.id with the convenience of several accesses

Source : Telkomsel, 2025

Overall, the combination of relevant products, affordable prices, and easy access strengthens the appeal of Skul.id to the youth market. This proves that the first 3Ps in the Marketing Mix can increase user engagement if designed according to the behavior and needs of the target market (Boangmanalu & Indrawati, 2025).

1.1.1. **Promotion, People, and Process: Communication Strategies and Field Activation**

Promotional strategies Skul.id developed to adapt to the digital character of young people. The approach used is digital promotion through social media, interactive campaigns, collaborations with educational influencers, and direct promotion to schools. I Wayan Dicky

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explained, *"We don't just put up ads. We go into schools, create challenges, and create campaigns that fit their style."* This strategy creates brand awareness as well as brand experience.



Figure 14. Promotion Skul.id to increase user loyalty
Source : Telkomsel, 2025

From the people side, the role of teachers, school operators, and students is the central point of marketing success. Ahmad Muzakki emphasized, *"We build personal communication. Our team regularly comes to the school to provide training. If teachers and operators feel accompanied, the process becomes smoother."* The junior high school B teacher said that this hands-on approach helped them, *"We were trained one by one. So we feel valued and know how to use the features well."*

Meanwhile, the user activation process is carried out in several stages: socialization, training, account activation, monitoring, and evaluation. Yosbeka said, *"We didn't stay after the activation. We continue to accompany teachers and students so that they are not confused and continue to be active."* This strategy creates sustainability, not just registration numbers. The High School A teacher added, *"What makes us confident is that all the processes are clear. There are guides, there are people to contact. That's important in technology adoption."* Junior High School A students also admitted that they found the process fun: *"Taught directly, there are always challenges and competitions as well. So it's not just about learning."*

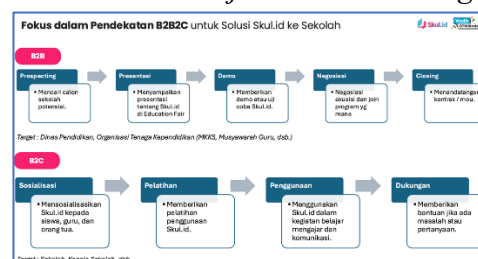


Figure 15. The Role of People as School Engagement
Source : Telkomsel, 2025

With strong people involvement, a neat mentoring system (process), and a promotional approach that suits the character of Generation Z, Skul.id marketing strategy has proven to be able to reach students personally and emotionally. These three elements show that digital education

cannot be separated from a holistic social and user experience approach (Kotler et al., 2024; Alenezi et al., 2023).

Physical Evidence and Students' Perceptions of Skul.id

In the context of service marketing, including learning-based digital services such as Skul.id, the Physical Evidence element plays an important role in shaping users' perception of the quality and credibility of the platform. Physical evidence includes aspects that can be seen, felt, or experienced directly by users such as interface display, visual design, access speed, digital documentation, and user testimonials (Kotler et al., 2024). Skul.id features a clean, intuitive interface designed for easy navigation, especially for learners with varying levels of digital literacy. Visual features such as score dashboards, learning progress, gamification leaderboards, and reward badges were developed to strengthen the user experience. Based on field observations and observation data, the appearance of this platform is one of the main attractions for young users (Telkomsel, 2025).



Figure 16. Interface appearance of Skul.id platform

Source : Telkomsel, 2025

Yosbeka, Account Officer Skul.id, said that Skul.id visual design was *"deliberately designed not to look like a rigid learning platform. We want students to feel like they're playing, while staying focused on learning goals."* This was agreed by the A High School Teacher, who stated that the appearance of the interface Skul.id *"makes students not afraid to try. They feel familiar because it looks like the app they used to use."* Meanwhile, digital documentation offered by Skul.id such as attendance reports, student grades, and digital certificates is also physical evidence that reinforces the platform's image of professionalism. Lady Athalia explained that *"teachers and principals feel more confident when they see complete and systematic usage reports. Not only good in appearance, but also neat in function."*

From the student's side, the perception of Skul.id in general is very positive, especially because of the interesting and interactive visual elements. The junior high school student said, *"It looks like a game application. There are points, there are badges. It's like playing a game, but it's still learning."* Meanwhile, High School A students added that *"it is different from the school LMS which is dull and confusing. It's like Instagram, but it's a learning experience."* However, not all perception is formed only from visual elements. Junior High School B teachers emphasized the importance of technical responsiveness as part of physical evidence. *"Once the server was a bit slow, students immediately lost their enthusiasm. So it's not just the looks, but stability is also important."*

Ahmad Muzakki acknowledged this and said that they continue to improve technical performance. *"We consider the user interface and system stability as a whole. Good visuals without stable performance will actually worsen the user's impression."* In addition, Skul.id also provides digital booklets and visual guides in the form of video tutorials, which help students and teachers understand how to use the platform. This is part of the strategy to form a strong brand image through physical evidence that is easily accessible and internalized by users.

Overall, physical evidence Skul.id not just a complementary element, but an integral part of a marketing strategy that shapes users' positive perception of the quality, reliability, and professionalism of the platform. This element strengthens student loyalty to the platform, as well as increases teachers' confidence in integrating it into the daily learning process (Boangmanalu & Indrawati, 2025; Alenezi et al., 2023).

The Effectiveness of Marketing Strategies in Increasing Telkomsel's Youth Market

The effectiveness of the Skul.id marketing strategy in increasing Telkomsel's Youth Market is not only seen from the number of user registrations, but also from the increase in student engagement and loyalty to supporting platforms and products such as by.U. The strategy based on the STP approach and the 7P Marketing Mix has been proven to be able to reach the characteristics of digital learners who are very selective towards content and services (Kotler et al., 2024; Telkomsel, 2025).

Januar Dwi Budi said that *"over the last two quarters, we have seen an increase in the number of activation of the BY number. U of students who actively use Skul.id. This shows that educational platforms can be an entry point for the acquisition of the young mobile market."* This was reinforced by I Wayan Dicky Mahendra who explained that digital promotion through schools has generated high resonance. *"Many students feel that Skul.id is 'theirs', not just an outside application,"* she said. High School A teachers have also seen an increase in students' interest in online learning since Skul.id was used. *"Students become more interested, because it is not only assignments, but also challenges, quizzes, and rewards."* According to a junior high school student A, *"I often use the quota by. U because there is a quota bonus feature if you are active in Skul.id."*

An approach that emphasizes not only product offerings, but also emotional and social engagement, has been proven to yield positive results on the effectiveness of marketing strategies. With a comprehensive strategy from STP planning to 7P implementation, Telkomsel is able to create relevant brand engagement among students and significantly expand their digital service user base (Boangmanalu & Indrawati, 2025).

Adoption and Retention Rates of Skul.id Users in Bali

User adoption and retention rates are important indicators for assessing the marketing effectiveness of digital platforms such as Skul.id. Based on Telkomsel's internal data (2025), out of a total of 181 schools that have been activated in the Bali region, around 43,440 users have registered for Skul.id accounts. However, weekly active users are only around 17,376 users, and this figure tends to decline gradually after the third month since activation.

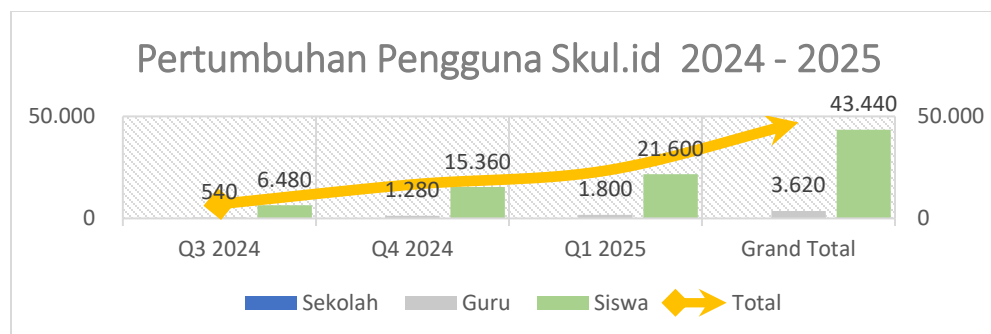


Figure 17. User Growth Table Skul.id 2024 – 2025

Source : Telkomsel, 2025

Ahmad Muzakki, Telkomsel Bali's Youth Community Supervisor, acknowledged this challenge by stating, *"At first, the euphoria was high, especially when we went directly to school. But after that, it is difficult to maintain retention because of the uneven support of the school."* This statement suggests that high adoption rates are not necessarily directly proportional to retention in the absence of a sustainable mentoring system. Factors that affect adoption include initial incentives such as free quota by. U and reward programs. However, in the long run, factors such as limited infrastructure, lack of content variety, and lack of advanced training also affect the rate of active use. The teacher of SMA A said, *"We were active for the first two months. But after that, there are no content updates or training. Students also start to return to the old way of learning."*

The junior high school B student also revealed that he felt bored after a few weeks of using Skul.id. *"In the past, I was diligent in opening because there were challenges. But now it's normal. Sometimes it opens, sometimes it doesn't,"* he said. This indicates that learners' motivation is heavily influenced by the dynamics of content and platform interaction. To maintain retention, Telkomsel has implemented a tiered strategy in the form of weekly reminders, online training, and feature updates. However, I Wayan Dicky Mahendra, Telkomsel Bali's Youth Digital Community Officer, believes that *"the community approach is key. If students feel like this is their community, not just an app, retention can be improved."*

On the other hand, retention is also influenced by the school's readiness to integrate Skul.id into the curriculum. Junior High School A teachers said that they were constrained by scheduling and internet access. *"Sometimes the signal is difficult, or the lab room is used for other lessons. So we can't consistently use Skul.id,"* he explained. In response to this, Lady Athalia, Business Development of Telkomsel Bali, explained that they are currently developing a school analytics dashboard to help teachers monitor student engagement in real-time. *"With that data, teachers can know which students need to be guided, and we can provide more targeted interventions,"* he said.

From the results of observations and interviews, it can be seen that the adoption rate Skul.id quite high in the early stages, but the retention rate is still unstable. This shows the need for an approach that is not only incentive-based, but also strengthens the dimensions of engagement,

institutional support, and content personalization for users to stay and stay engaged (Kotler et al., 2024; Alenezi et al., 2023).

Evaluating the Success of Skul.id Marketing Strategies on Loyalty and *Brand Switching*

The success of Skul.id marketing strategy is not only reflected in the number of users, but also in the level of student loyalty to the platform as well as the phenomenon of brand switching from other digital learning platforms. In this context, Skul.id has succeeded in instilling an identity as a free, quota-free, and interactive local platform, which is in line with the characteristics of the digital young generation.

Yosbeka, Skul.id's Account Officer, explained that in the first few months of activation, *"there was a shift from platforms like Google Classroom and Moodle to Skul.id, especially since our features were more youth-friendly and didn't require additional quota."* This phenomenon is a clear example of brand switching based on direct benefits that users feel. The high school A student said that he was more comfortable using Skul.id than the previous platform. *"If you use Google Classroom, sometimes it is heavy and there are many errors. Skul.id is better because it can be opened at any time and for free."* Meanwhile, the Junior High School A student said, *"What makes the difference is that there are points and rewards. So it's not only a task, but also being able to compete with friends."*

The loyalty strategy implemented by Telkomsel involves a gamification system, integration with the school community, and the use of by quota. U at a very affordable price. Januar Dwi Budi stated, *"Loyalty is built through habits. If they open Skul.id every day and feel helped, then they won't move to another platform."* This is in accordance with the theory of Kotler et al. (2024) which emphasizes the importance of user retention in digital marketing models. From the teacher's side, the SMA A teacher said that the grade and attendance reporting feature is very helpful in the learning process. *"We no longer need manual recaps. Everything is already on Skul.id dashboard."* This practicality is the main reason why many teachers choose to stick with this platform even though they have previously been used to other LMS.

However, loyalty still needs maintenance. The SMP B teacher reminded that *"if the platform is not updated, or the support is slow, then students may move to another one."* Lady Athalia also responded by stating that they are preparing a feature update version every two months as a form of maintaining brand loyalty. This approach is also in line with the emotional branding strategy implemented through digital student communities, competition activities, and the giving of badges as a symbol of achievement. I Wayan Dicky stated, *"We want students to feel proud to be part of Skul.id. If you are proud, loyalty comes naturally."*

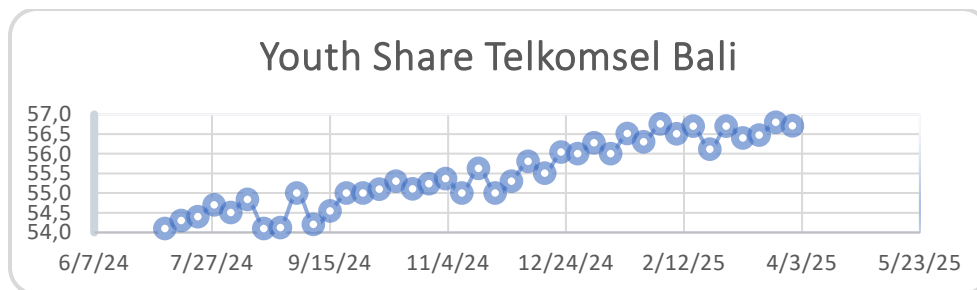


Table 18. Telkomsel Youth Share Growth Table 2024 – 2025

Source : Telkomsel, 2025

Thus, marketing strategies Skul.id proven to be successful in creating loyalty and brand switching, especially because they focus on the emotional and functional needs of learners. However, this success still requires content updates, technical support, and community strengthening as part of a long-term strategy (Boangmanalu & Indrawati, 2025; Alenezi et al., 2023).

Challenges and Recommendations for Education-Based Digital Marketing

Education-based digital marketing has its own uniqueness because it operates at the intersection of social missions and commercial interests. In the context of Skul.id, the biggest challenges come from the aspects of infrastructure, user motivation, and readiness of educational institutions. Ahmad Muzakki revealed that *"not all schools have stable internet access. We found some schools that were enthusiastic, but technical obstacles were the main obstacles."* This shows that access inequality is still a serious obstacle in the equitable distribution of Skul.id adoption. Junior High School B teachers added that teachers' readiness also needs attention. *"We need time to adapt. If it is immediately released without regular training, students are also confused."* This statement emphasizes that digital transformation requires a continuous mentoring process, not just initial activation.



Figure 19. The challenge of increasing youth market share

Source : Telkomsel, 2025

From the side of young users, the main challenge is to maintain motivation and engagement. A junior high school student said, *"If there is no new quiz or challenge, I like to forget to open it."* This suggests that learners need constant stimulation to stay active using the platform. I Wayan Dicky Mahendra suggested that future strategies focus more on the community approach.

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"We have to make them feel that Skul.id is theirs, not Telkomsel's. Students' digital communities can be the spearhead of marketing." This strategy is in line with a user-generated engagement approach that encourages long-term emotional engagement.

In terms of internal policies, Lady Athalia recommends the integration of Skul.id into the school curriculum. *"If it has entered the study schedule, retention will automatically increase. We can't just rely on the occasional event."* This is also supported by the statement of the High School A teacher who said that, *"As soon as Skul.id become part of the official lesson, students take it more seriously. They know this is not just an additional application."* Another strategic recommendation is to increase the intensity of visual content and collaborate with educational KOLs. Yosbeka added, *"Children are more interested if the content is contemporary. We need to work with content creators who are relevant to their world."*

Overall, the challenge of education-based digital marketing lies in the sustainability of interactions, not just initial impressions. Skul.id must be able to maintain relevance, build active communities, and integrate themselves into the formal education system as a form of long-term strategy. If this is done consistently, then this platform will not only be able to increase digital literacy, but also strengthen Telkomsel's position in the Indonesian youth market segment (Kotler et al., 2024; Megalou et al., 2022; Alenezi et al., 2023).

CONCLUSION

Based on the results of research that has been conducted on the marketing strategy of Skul.id as a digital educational ecosystem in improving Telkomsel's Youth Market in the Bali region, it can be concluded that several important things can be concluded as follows: The STP strategy implemented by Telkomsel through Skul.id runs systematically. The segmentation is directed at students aged 13–24 years with digital-native characteristics, targeting is focused on school institutions through formal cooperation and the educational community, and positioning Skul.id as an LMS that is integrated exclusively with by services. U and quota are free of charge for learning. The 7P marketing mix is implemented adaptively to young consumer behavior. Products Skul.id designed to be lightweight and interactive, prices are made very affordable (even free), service distribution is carried out directly through schools, promotions through digital and face-to-face channels, and the mentoring process is carried out in a structured manner. The visual features and documentation are strong physical evidence, and learners' perceptions of the platform are generally positive. Early adoption rates Skul.id be relatively high, but user retention has shown a decline over time. This is due to the lack of content variety, reliance on early activation, and limited integration in the school curriculum. Skul.id marketing strategy successfully builds learner loyalty and drives brand switching from conventional LMS and cellular services. However, these successes still need to be strengthened with continuous updates, strengthening digital communities, and integrating a more formal and consistent education system. This research shows that the digital education marketing approach requires strong collaboration between products, institutions, and user experiences in order to create a long-term impact on the youth market segment.

To ensure sustainable impact, future improvements should prioritize content updates, regular feature innovation, and curriculum integration. Additionally, strengthening digital community engagement and teacher-student collaboration will be crucial for long-term retention. Future research is encouraged to analyze user behavior longitudinally and assess marketing effectiveness in other regional or demographic contexts to generalize the findings.

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