

UGM 'The Most Popular' University in Indonesia

Thursday, 20 January 2022 WIB, By: Salma




UniRank has just released its latest university ranking, acknowledging Universitas Gadjah Mada (UGM) as the most popular university in Indonesia in 2021. A total of 576 Indonesian universities that meet the uniRank selection criteria are ranked based on web metrics provided by independent sources.

As assessed through the University's social media platforms, namely Facebook and Instagram, UGM has the highest number of Facebook likes (446,257 as of February 2021), with comments per post averaging 3.34, shares per post averaging 12.68, and reactions per post 263.14. On Facebook, UGM regularly posts articles about events, education, and various tips that have previously been published on its official website.

UGM has the most Instagram followers of any university in Indonesia, with over 700,000 followers by the end of April 2021 (Jan 2022: 867,000). On this platform, UGM usually provides information about campus activities, tips, education, or streaming of policies, programs, campus life, and the like.

"This ranking shows how popular UGM is in terms of the number of Facebook likes and Instagram followers," said the Secretary to the UGM Rector, Dr. Gugup Kismono, Wednesday (19/1).



This achievement, he continued, showcases how well UGM manages its public communications. According to Gugup, the management of websites and social media is increasingly crucial for institutions for image development and delivering information to the public in this digital era. The rapid advancement of technology requires every institution, including universities, to quickly respond and make adjustments.

“UGM will continue to work hard and improve by involving various work units and partners to provide good service to stakeholders,” he said.

Author: Ika

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