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## **Digital Marketing Course: Strategy for Creating Entrepreneurial Skilled Students in Indonesia**

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### **Abstract**

Technological developments in the Modern Era have developed very rapidly, especially in the technology and digital fields. In today's sophisticated era, the number of unemployed is always increasing every year, especially among high school graduates. One way to overcome this is to become an entrepreneur. However, becoming an entrepreneur today does not only rely on word of mouth and door to door marketing but by using digital marketing techniques. Digital marketing has been proven to be an effective way to expand brand reach and increase sales figures. Therefore, the aim of this community service is to help the government and schools in creating graduates who have entrepreneurial and digital marketing skills so they can work professionally in facing the current era of digital transformation in all fields. In obtaining the data used were observation and literature study. This service activity is a digital marketing training and education effort as a strategic effort in creating young entrepreneurs at the high school level to become skilled entrepreneurs in Indonesia. This effort is motivated by a lack of knowledge about digital marketing itself, which if seen can have great potential for young entrepreneurs at the high school level at Yapasa High School, Gunung Putri District, Bogor Regency, West Java Province. In creating entrepreneurial programs and at the same time supporting government programs to create quality for young and talented entrepreneurs. It is hoped that after this digital marketing training activity for young entrepreneurs, the participants will understand the concept of entrepreneurship, how to market using marketing strategies and understand the various financing methods that can be used by business actors. The training program is expected to provide insight to new business actors. in managing new businesses in the future.

**Keyword :** *High School, Digital Marketing, Entrepreneurship*

### **INTRODUCTION**

In today's modern era, many people have used technology to make important tasks easier that must be completed quickly (Saputra, *et al.*, 2023). Technological developments in Indonesia are currently growing rapidly along with the discovery and development of science in the field of information and communication so that they are able to create tools that support the development of information technology such as communication systems with one-way and two-way communication tools (Kusuma, *et al.*, 2020). According to Gumilang (2019) stated that the

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development of information technology is growing rapidly, various small to large business activities take advantage of this development to run their businesses. The large number of competitors is a consideration for entrepreneurs to enter the very tight competition. The right marketing and media strategies are used to reach the target market so that sales volume and profits always increase.

According to Anggraini *et al.* (2021) Entrepreneurship is one of the economic driving efforts. Entrepreneurship can open up employment opportunities, absorb labor, hone people's independence and creativity, and increase competitiveness so that it is hoped that people's welfare can increase. However, with limited information, willingness, ability, knowledge and skills in the community, it is a challenge in itself to make this happen, especially in the digital era like now. Digital skills are an important skill in business, starting with the ability to use social media properly and correctly (Rizeki, 2021). As more and more people use the internet, business opportunities using digital marketing become bigger. Digital marketing is able to reach people wherever they are without being hindered by geography or time (Hartana, *et al.*, 2022).

Digital marketing is a concept that represents technology as a digital media channel both for promoting products or services and also with the aim of building digital brands (Yuliandhari, *et al.*, 2023). Meanwhile, digital marketing according to Coviello *et al.* (2001) is the use of the internet and the use of other interactive technologies to create and connect dialogue between companies and consumers that have been identified (Nurina *et al.*, 2020). Meanwhile, according to Urban (2004), digital marketing is a marketing activity that uses the internet and technology to expand and improve traditional marketing functions (Fajri, *et al.*, 2023). Digital marketing through online media not only makes it easier and expands marketing opportunities, but also really helps entrepreneurs because it makes it easier for customers and entrepreneurs to choose and receive information about the marketing products they need, making it easier for customers to order and buy these products. The internet has many benefits for businesses and consumers (Saputra, *et al.*, 2023).

According to Indrapura, *et al.* (2023) Digital marketing is one of the best ways to promote products and services effectively and efficiently. Digital marketing-based entrepreneurship is becoming an increasingly interesting topic in the digital era. Various sectors and industries are starting to apply digital technology to increase their efficiency and productivity. This also applies to the training and workforce development sector, where workforce training agencies as one of the institutions responsible for developing workforce skills, must follow developments in digital technology in order to maintain the effectiveness of their training programs (Riscal, *et al.*, 2023 ). Entrepreneurship education and training is a form of human resource development that is directed not only at acquiring knowledge (cognitive), but also at expected changes in the skills possessed (psychomotor) that should be possessed and given to every human being so that they can become entrepreneurs, so that they prosper. both in his own life and that of his family through the experiences he has had (Mulyadi *et al.*, 2022).

Liani *et al.* (2019) stated that Middle School Students are a generation that is expected to become digital technology developers because they have become part of their activities. Providing digital literacy is something important for students to be able to continue to be updated on world developments. In line with that, the level of understanding of entrepreneurship is expected to foster an entrepreneurial spirit in those who can manage their business effectively and efficiently during the current digital transformation (Maudina, 2022).

The increasing development of technology can encourage people to do exercise faster and easier. This mechanical advancement of technology is found in telecommunications. Through these advances, humans can convey information without obstacles, especially over distance (Pradipta, *et al.*, 2023). Adolescence is a great time to gain entrepreneurial knowledge and skills. Through digital marketing training, students are expected to be able to open business opportunities independently and sustainably, namely through entrepreneurship. Thus, there is an increase in entrepreneurial intentions for school students (Karim, *et al.*, 2022).

The development of online business shows a good trend, but it appears that some business people have not shown adequate understanding regarding optimizing the use of digital platforms. For example, a business website platform is still not owned by many novice business people, where they rely more on market place platforms in their digital business activities. Apart from that, even though they have a business website, they have not implemented the principles of design and optimization of website management (Mandasari, *et al.*, 2023).

According to Kominfo Indonesia, (2022) the National Digital Society Index is 37.8 on an assessment scale of 1-100, namely 49.35 for digital skills and a scale of 22.06 for technological empowerment in society. From this data, it can provide an illustration that society has adequate digital infrastructure but its use is not yet optimal. Based on this, it seems important to provide digital literacy for the younger generation such as at the Senior High School level. It is hoped that after the activity takes place it can become a motivation for students to utilize digital technology in their daily lives and be able to start business activities using digital platforms.

When the author carried out his service at Senior High School of Yapisa Gunung Putri, the author encountered problems experienced by students at Senior High School of Yapisa Gunung Putri, namely lack of information and outreach regarding business analysis knowledge, knowledge and understanding related to digital business, description of business analysis practices and digital marketing practices.

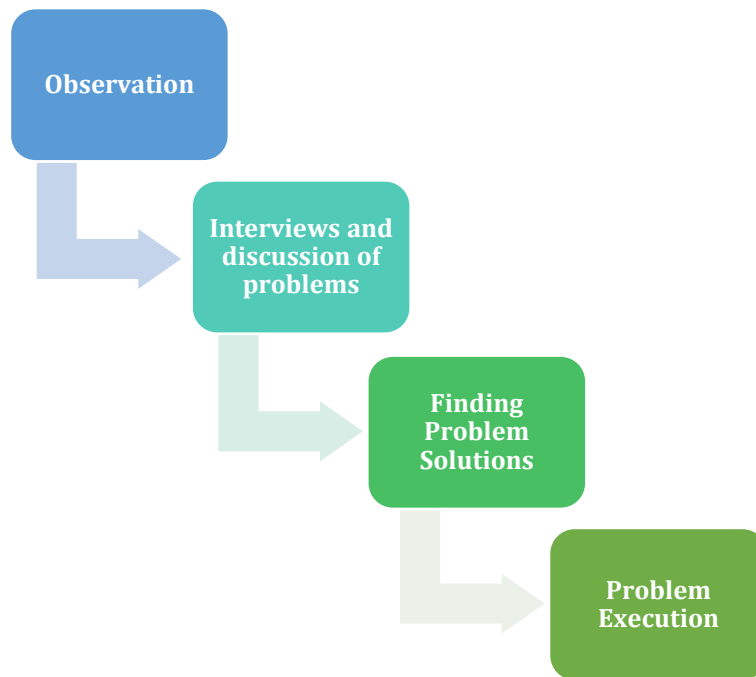
Therefore, the author believes that holding socialization and training on digital marketing as a strategy for creating skilled entrepreneurial students in Indonesia as capital for Senior High School of Yapisa Gunung Putri students who are interested in becoming entrepreneurs.

## **METHODS**

When discussing with teachers and students at Senior High School of Yapisa Gunung Putri, the activity methods used were theory and guidance to students as well as introducing and providing direction and digital marketing training to students to provide capital for students who want to open a business. The problems presented in this method are such as:

1. What are digital marketing techniques?
2. Solutions and Strategies regarding Digital Business through Digital Marketing to create skilled young entrepreneurs

**Figure 1.**  
Problem discovery and problem solutions



**RESULT AND DISCUSSION**

Senior High School of Yapisa’s Students at Gunung Putri District, Bogor Regency, West Java Province are the intended participants in this activity. Because these students are figures who are expected to become skilled young entrepreneurs in Indonesia and can open businesses and create jobs so they can help their own economy. This training activity teaches that to create people who are truly strong in entrepreneurship, motivation is needed for business actors and prospective business actors to start new businesses to open up new job opportunities.

The main target in providing this motivation is the young generation who have the potential to start new businesses or existing businesses, especially developing them in the future so that they are expected to be able to create and open new jobs, entrepreneurs, people who have the courage to take all risks to open a business and in his mind is always entrenched in trying to find, take advantage of business opportunities that can provide profits. in creating employment opportunities on various occasions, having a vision, and in his mind always trying to find, exploit and see opportunities for business that can provide benefits and increase the economic income of the community.

Digital Marketing Strategy is used to find out special tips for opening a new business like this and how to market products made through digital marketing. From digital marketing, there are many benefits, including, in the field of marketing, from the start of a business using conventional sales to digital networks using online marketing or social media, it can be reached by all levels of society. Promotional media is used through social media and various platforms such as Facebook, Instagram, Tiktok and other media applications, which can support marketing, so that it can increase the number of sales and automatically increase the business profits obtained, in terms of maintaining product quality and consumer satisfaction, especially production product development. Using creative innovation regarding product gold and product packaging that attracts consumers. In order to increase new market segments and increase sales. Increasing managerial skills in managing business management. This is supported by a skilled and professional workforce for better business continuity and development in carrying out business activities.

**Figure 2.** Number of Training Participants

No.	Participant	Number of participants
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1	Teachers	20
2	Student	65
Total		85

This Community Service Activity carries the theme "Strategy for Creating Skilled Student Entrepreneurs in Indonesia". The activity began with opening remarks and an explanation of the importance of this activity as a means of providing skills in facing the current digital era by the Principal of Yapisa High School, Gunung Putri District, Bogor Regency, West Java. After opening remarks from the Principal, it was followed by a quiz on 65 Yapisa Gunung Putri High School students, and the result was that >70% of students had never received digital marketing information. Then continued with the presentation of the first material about what the Digital Marketing Concept is, how to become a young entrepreneur, knowledge of business analysis, knowledge and understanding related to digital business, an overview of business analysis practices and digital marketing practices. The importance of an entrepreneurial spirit in students which needs to be supported by digital marketing knowledge and skills to adapt to current world developments. This session seeks to awaken the enthusiasm and entrepreneurial spirit of the participants.

After the first material presentation activity, continued with the pre-test activity. This activity is a procedure carried out to be able to measure overall learning achievement later. The pre-test, also known as the initial test, aims to determine the extent of the participant's mastery of the teaching material to be taught. After the pre-test activity stage is carried out, it is then continued with the delivery of training material. The training material consists of entrepreneurship material and digital marketing material. The material on entrepreneurship and digital business is presented by the author and the community service team with material that introduces the introduction of websites, the use of the internet by introducing social media, and media sources of information via the internet, introducing dynamic websites and E-Commerce websites that sell all products, introducing email marketing, business registration on a Google business profile, all of which are tools to support digital marketing activities.

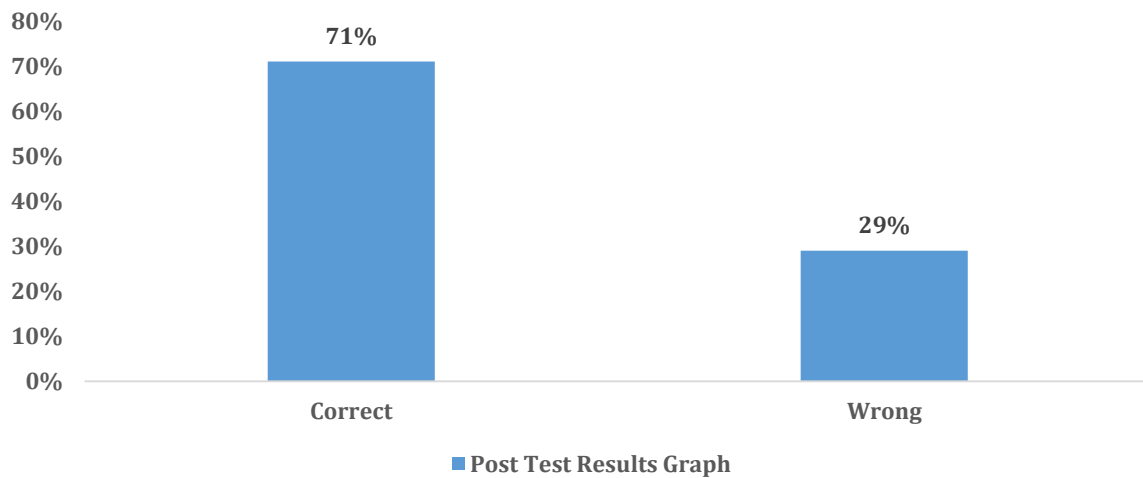
Entrepreneurship material is provided using lecture and discussion methods to foster entrepreneurial spirit at a young age. After the material presentation activity continues with the direct training stage. Training participants practice directly on the computer or smartphone devices they use. At this stage we provide how to make attractive product photos, good and attractive promotional words, so that customers are interested in buying, after the practice of creating a Marketplace platform is carried out at this stage the participants as business actors upload the results of product photos for sale in ecommerce, or existing marketplaces. This was followed by a 30 minute question and answer session. Before ending the activity, another quiz was held. Based on the quiz conducted at the end of the session on students, the results showed that there was an increase in knowledge about entrepreneurship and digital marketing after the education was carried out. Students can answer questions asked by the educational facilitator correctly.

This post-test activity was also used as a means for discussion by the training participants with the community service team regarding the clarity of the material and cases that occurred in the field. This activity is expected to be an encouragement to better understand the training material and become a final evaluation of the training implementation. The post-test results were compared with the participants' pre-test results and a quantitative measure of the achievements of the training carried out was obtained. Apart from that, the results of this post-test can also be used as material for evaluating future training implementation by improving methods and materials to suit partners' needs.

In the digital marketing outreach and training activities at Yapisa Gunung Putri High School that were carried out, the participants showed high enthusiasm. This is proven by the many questions from participants regarding the procedures for creating an account on the marketplace platform and the enthusiasm of students when invited to discuss in the question and answer session. The presenters and Community Service Team tried to answer these

questions and explain in detail the material presented.

**Figure 3.** Graph of Post Test Results for training at Senior High School of Yapasa Gunung Putri Bogor



Based on the results of the post test given after the material delivery activity, it was found that 71% of the answers were correct, the remaining 29% answered incorrectly. Students still lack understanding regarding business analysis knowledge, knowledge and understanding related to digital business, an overview of business analysis practices and digital marketing practices. Apart from that, students still don't understand enough about the benefits of Digital Marketing itself. Factors inhibiting activities are the lack of stability of the internet and the lack of computer facilities for direct practice in the Senior High School of Yapisa area, Gunung Putri District, Bogor District, West Java Province, so this hampers the digital marketing practice process which is basically the use of internet-based technology. Apart from that, students also still find it difficult to understand digital marketing and the use of digital marketing itself.

## CONCLUSION

Based on the explanation above, it can be concluded that this service activity has broadened the insight of teachers and students as participants who took part in training in the Strategy to create young Entrepreneurs from High School Students to become more skilled Entrepreneurs. Currently, Indonesia still has many obstacles such as:

1. The lack of knowledge and information and facilities regarding the benefits of digital marketing strategies for high school students has resulted in digital marketing strategies at Senior High School of Yapisa Gunung Putri not being utilized properly and maximally
2. This community service is given to students at Senior High School of Yapisa Gunung Putri, providing a positive impact for those who participate. This is proven by the increasing knowledge of participating students, skills and quality of products, number, type and turnover, management abilities, profits and number of new entrepreneurs.

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