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## **Digital Marketing Socialization in Building a Business Mentality from an Early Age in High School Students Throughout Indonesia**

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### **Abstract**

Digital marketing is promotional activities and market search through online digital media by utilizing various means such as social networks. Social media is growing very rapidly nowadays because everyone feels like they can have their own media. Social media also does not escape the various functions that we can take on, such as building relationships, opening and looking for jobs, and also doing business with social media. The most relevant business strategy in the marketing aspect uses digital tools or known as digital marketing, namely marketing methods carried out using digital instruments, especially the internet and the various applications contained in it and equipment that supports the use of these media, which allows the creation of a network or connectedness with many parties, in this case between sellers and customers, without being limited by distance, time and place. In today's modern era, the potential for entrepreneurship among young people is very large. Because the role of the younger generation in building the nation is very large, the young generation's broad way of thinking can make changes and can be a pioneer in creating new things. This Community Service was carried out at Senior High School Number 8 Tamalate District, Makassar City, South Sulawesi. In obtaining the data used were observation and literature study. This service activity is an effort to build a business mentality from an early age in high school students at Senior High School Number 8 Tamalate District, Makassar City, South Sulawesi through Digital Marketing Socialization. This effort was motivated by the lack of implementation of the formation of a business mentality at a young age for students who want to start a business at a young age through digital marketing at Senior High School Number 8 Makassar. As a form of the author's thinking, several efforts and breakthroughs are offered, namely; 1.) Children are given mental reinforcement on how to become entrepreneurs at a young age, 2.) Increase the income of high school students who want to start a business at a young age through digital marketing as a promotional tool to create business opportunities for students so that students are able to compete and create entrepreneurs youth and open up job opportunities.

**Keywords :** *Digital Marketing, Entrepreneurship, Socialization, Students*

### **INTRODUCTION**

Indonesia is one of the countries with the largest population in the world and is included in the list of most populous countries in the world and ranks 4th after the United States. The population of 37 provinces in this country reaches 275 million people. The average population growth in Indonesia reaches 1.00% per year (Aris, 2022). The Central Statistics Agency (BPS) notes that in 2023, Indonesia's population will reach 278 million people

(Khairunnisa, 2023). Indonesia has a high population growth rate which should be able to drive economic growth. However, without being balanced with the provision of decent jobs, this will only give rise to new problems, namely increasing unemployment (Sahliyah, *et. al.*, 2024).

The Central Bureau of Statistics (BPS) recorded that in 2023 the number of unemployed will be 7.9 million people, of this number, 17.99% of the unemployed will be high school graduates (Ahdiyati, 2023). One of the solutions taken by the government to overcome unemployment in Indonesia is to develop a creative economy program. With this program, it is hoped that it can bring out the entrepreneurial spirit of millennials who can create more innovative products as a source of income for them, thus having a positive impact on economic growth in Indonesia (Apriyani, *et. al.*, 2022).

Technological developments that are developing rapidly and becoming increasingly sophisticated, such as the increasingly rapid use of the internet, have now brought an effective solution for millennials to start a business because it is easy to market their products widely by utilizing digital (Najamuddin, 2022). Social media has developed into digital media as a means of promotion where users can share images, videos or interesting content directly which is promoted to their followers (Herdiyani, *et. al.*, 2022). According to Apriyanti, *et. al.* (2022) Social media also does not escape the various functions that we can take on, such as building relationships, opening and looking for jobs, and also doing business with social media. The business strategy that is most relevant and able to answer the challenges of increasing market competition is a business strategy that is able to accommodate market criteria through the use of various types of facilities and infrastructure that are also increasingly advanced and developing.

One of these strategies is a strategy in the marketing aspect using digital tools or known as digital marketing, namely a marketing method carried out using digital instruments, especially the internet and the various applications contained in it and equipment that supports the use of these media, which allows the creation of a network or connection with many parties, in this case between producers/sellers and customers, without being limited by distance, time and place (Mardiansyah, *et. al.*, 2022).

Digital marketing is promotional activities and market search through online digital media by utilizing various means such as social networks. Cyberspace is now no longer only able to connect people with devices, but also people with other people throughout the world (Wartika, *et. al.*, 2023). According to Diana, *et. al.* (2022) Digital marketing, which usually consists of interactive and integrated marketing, facilitates interaction between producers, market intermediaries and potential consumers. On the one hand, digital marketing makes it easier for business people to monitor and provide all the needs and desires of potential consumers, on the other hand, potential consumers can also search for and obtain product information just by browsing cyberspace, making the search process easier (Syukri, *et. al.*, 2022). Buyers are now increasingly independent in making purchasing decisions based on their search results (Yanti, *et. al.*, 2020).

Currently, the role of the younger generation in building the nation is very large, the young generation's broad way of thinking can make changes and be pioneers, not just following existing trends, but can create new things in society. The potential for entrepreneurship among young people today is very large (Syarifah, *et. al.*, 2022). According to Wibowo, *et. al.* (2022) Entrepreneurial potential in Indonesia only requires 2% of the population to become entrepreneurs. To be able to create prosperity and increase people's purchasing power. The millennial generation has more innovative, creative and critical thinking. The growth of the Indonesian millennial generation has become a force to shape Indonesian society to become more advanced, starting from economic progress, technology, e-commerce and various other fields (Isabella, *et. al.*, 2022).

The young generation is the main player in a country, especially Indonesia, in facing competition in the economic sector. This is because later the younger generation will enter to compete using the abilities, skills and experience that have been prepared. Therefore, there is a need to increase 'investment' by establishing a culture of entrepreneurship for the younger generation so that they are ready to enter a competitive and open economic world now and in the future (Indriasih, *et. al.*, 2023).

According to Hastuti, *et. al.* (2020) Entrepreneurship is the attitude, spirit and ability to create something valuable, new and useful for oneself and others. The key to entrepreneurship is daring to take risks, being self-employed, taking advantage of opportunities, creating new businesses, innovative methods, being independent, not relying on government assistance (Kintoko, *et. al.*, 2023).

Creating young entrepreneurs is not an easy thing, because it is not only a matter of availability of capital, technology, markets and creativity to become entrepreneurs, but strong entrepreneurial mentality, attitudes and behavior must be deeply embedded in order to become strong entrepreneurs (Ambarwati, *et. al.*, 2020). This is not something that is easy and can be created in a short time, but it must be planted and understood early from school age, so that when they are adults, someone has the courage to declare themselves to be entrepreneurs (Setiyawan, *et. al.*, 2023).

When the author carried out service at SMA Negeri 8, Tamalate District, Makassar City, South Sulawesi, the author encountered problems experienced by students, namely the lack of information and socialization that Digital Marketing can build a business mentality in high school students from an early age.

Therefore, the author believes that by holding outreach about Digital Marketing to High School Students, it will be able to help students develop an entrepreneurial mentality from an early age so that students after graduating from high school, if they want to become entrepreneurs, will be able to compete to become young entrepreneurs.

## METHODS

**Table 1**  
Problem Discovery and Problem Solution



When discussing with the Principal, Teachers and Students at Senior High School Number 8 Makassar, the method of activity carried out was theory and direction to students and introducing and giving direction to students and the benefits of Digital Marketing for High School Students, able to help students in building entrepreneurial mentality from an early age. From the observations made, it can be concluded that teachers and students do not fully know that the introduction of Digital Marketing to high school students is able to develop the mentality of upper middle class students in starting entrepreneurship from a young age. The problems presented in this method are such as:

1. Benefits of Digital Marketing
2. Solutions on how to use Digital Marketing correctly and wisely so that it can help students

who want to become entrepreneurs at a young age

The important role of teachers and parents is to always provide attention, guidance and support to high school students who want to start entrepreneurship from an early age so that the mentality of high school students can be formed from a young age and be able to compete.

## DISCUSSION

The result of this community service is providing outreach regarding the benefits of Digital Marketing in Building a Business Mentality from an Early Age in High School Students at Senior High School Number 8 Tamalate District, Makassar City, South Sulawesi.

**Table 2.** Number of Training Participants

No.	Participant	Number of participants
1	Teacher	25
2	Student	55
Total		80

This Community Service Activity carries the theme "Digital Marketing Socialization in Building a Business Mentality from an Early Age in Senior High School Students at Senior High School Number 8 Makassar". The activity began with a quiz on 55 senior high school students who participated, and the results showed that >65% of students had never received information about Digital Marketing. Then it was continued with a presentation of material about what the Digital Marketing concept is, the positive and negative impacts of digital marketing, how to take advantage of business opportunities through digital marketing so that it can form an entrepreneurial mentality for students who are interested in opening a business at a young age. Then continued with a 15 minute question and answer session. Before ending the activity, another quiz was held. Based on the quiz conducted at the end of the session for students, the results showed that there was an increase in knowledge about what digital marketing is and how to use social media to start a business at a young age, after education was carried out. Students can answer questions asked by the educational facilitator correctly.

Entering the current era of globalization or digital era which is marked by activities in the daily lives of Indonesian people that are completely digitalized and automated. The era of globalization can improve Indonesia's economic life for the better, but the arrival of the era of globalization in the economic sector is a challenge for Indonesian society, especially the millennial generation, who must prepare themselves to face current global competition, developments in technology and communication in the current digital era make business in Indonesia has made progress in terms of global market competition (Ambarwati, *et. al.*, 2020).

Digital marketing is a forum for marketing activities for types of products and services, which are designed using formats programmed with digital media software (Kennedy, *et. al.*, 2020). According to Harini, *et. al.* (2021) Digital marketing is an online sales strategy where online sales are buying and selling activities carried out online, in this case buyers and sellers do not carry out direct transactions face to face, of course the media used can be websites or applications that can be accessed via electronic devices. . Digital Marketing is also one of the marketing media that is currently in great demand by the public to support various activities carried out (Gumilang, 2019).

Digital marketing strategies for marketing online can be promoted via social media. Social media applications are available ranging from instant messaging to social networking sites that offer users to interact, connect and communicate with each other. These applications intend to initiate and circulate online information about users' experiences in consuming products or brands, with the main aim of engaging the public (Suwandi, *et. al.*, 2023).

The digital marketing media that is widely used to promote products is in the form of advertisements on internet media. The use of internet media as a form of promotion is generally carried out by utilizing social media which is now very commonly used, such as using Instagram, Facebook and even Tiktok. Social media itself in the world of digital technology facilitates someone to connect, produce, interact and share message content. The meaning of marketing continues to develop. Information is one of the three basic resources besides material and energy potential. Therefore, like matter and energy, information is considered to have no practical use if it is not operationalized, and information can only be operationalized through communication.

Information is a basic element that is implicitly embedded in the concept of planned development (Yusuf, *et. al.*, 2023).

According to Reny, *et. al.* (2023) People Engagement in a business context can lead to profit creation. On the other hand, the use of digital marketing has several advantages, namely:

1. Targets can be set according to demographics, domicile, lifestyle and even habits
2. Results are visible quickly so marketers can take corrective action or changes if they feel something is not appropriate
3. Costs are much cheaper than conventional marketing
4. Wider reach because it is not geographically limited
5. Can be accessed at any time without time limits
6. Results can be measured, for example the number of site visitors, the number of consumers who make online purchases
7. The campaign can be personalized
8. Can engage or reach consumers because communication occurs directly and in two directions so that business actors build relationships and grow consumer trust.

According to Stockdale, *et. al.* (2012) who have succeeded in identifying the business value of using social media as digital marketing, namely:

1. Creation of sustainable marketing channels
2. Increase in short-term income and long-term sales
3. Decrease in advertising costs by up to 70%
4. Reduction in overall marketing costs
5. Creation of competitive advantage
6. Ease of promotion across social media platforms
7. Increased popularity of brands and products
8. Introduction of an organization or company to the community.

The current millennial generation plays a very big role in creating business opportunities. The nature of millennials who like challenges and change encourages them to always be independent and creative. Millennials are a generation that is ready to become young entrepreneurs. With various preparations and provisions, they can become successful entrepreneurs. Current developments are being utilized by the millennial generation to develop the potential within themselves. Through creative content, the millennial generation can earn their own income. The arrival of the current digital era must be utilized in a positive way (Puspita, *et. al.*, 2020).

According to Herawati, *et. al.* (2021) in Indonesia it has become a phenomenon that the majority of high school graduates (61.88%) prefer to become employees rather than entrepreneurs. This is due to their lack of soul and understanding of the business world and its benefits and how to start a new business. Therefore, to change this mentality, it is necessary to provide training, guidance and incentives for entrepreneurs so that their entrepreneurial spirit can grow and develop (Sugiono, *et. al.*, 2021). Entrepreneurship training for teenagers is aimed at enabling them to live independently in society. However, achieving financial independence is not a condition that can be created in a short time. This independence needs to be developed from time to time (Mustika, *et. al.*, 2022).

According to Rahman (2023) the role of the current millennial generation is very large in building the nation. The millennial generation's broad way of thinking can make changes and can be pioneers, not only following existing trends, but can create new things in society. To be able to produce young entrepreneurs is not an easy thing, because someone who has an entrepreneurial spirit is someone who is confident, future-oriented, creative and innovative. Meanwhile, entrepreneurship is a strong belief that exists within a person to change the world through ideas and innovation (Isabella, *et. al.*, 2022).

This belief was then followed up with the courage to take risks to realize these ideas and innovations through the organization that was founded, starting from building, maintaining, developing, to producing a real impact on the world. And people who have this belief are called entrepreneurs or entrepreneurs. The entrepreneurial spirit must be instilled from an early age in the millennial generation starting from high school level (Rasminto, 2022).

When the author carried out his service at Senior High School Number 8, Tamalatea District, Makassar City, South Sulawesi. The author found the problem experienced by Teachers and Students of Senior High School Number 8 Makassar, namely the lack of knowledge and information about Digital Marketing which can improve the business mentality of students at a young age so that if after graduating from high school the students want to be entrepreneurs, the student's mentality has been formed and makes the students able to compete. and create new and useful jobs for the surrounding community. However, this is not utilized properly and properly. To increase the use of Digital Marketing properly and optimally. Efforts to form an entrepreneurial mentality at a young age through digital marketing on social media is one of the breakthroughs that can create new jobs for the community because young people have high creativity and if their business mentality has been formed they will be able to compete with other entrepreneurs.

## CONCLUSION

Based on the explanation above, it can be concluded that this Community Service Activity has broadened the insight of teachers and students of Senior High School Number 8 Makassar in knowing that the role of Digital Marketing can build a Business Mentality from an Early Age in High School Students at Senior High School Number 8 Makassar, although there are several things that still needs to be improved for the progress of these students. The use of Digital Marketing at Senior High School Number 8 Makassar currently still has many obstacles such as:

1. The lack of knowledge and information regarding Digital Marketing as initial capital for opening a business is not utilized properly and optimally
2. The Lack of awareness from teachers and students in utilizing social media as digital marketing which can be used to create business opportunities for students who want to start a business at an early age which can become an income and open up business opportunities for students of Senior High School Number 8, Tamalatea District, Makassar City, South Sulawesi.

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