

Introduction to Digital Marketing for Youngpreneurs

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Abstract

Young entrepreneurs are people who are skilled at taking advantage of opportunities in developing their businesses with the aim of improving living standards in a better direction, this generation is also called youngpreneurs. Young entrepreneurs play an important role in the Indonesian economy, because the activities they carry out are considered to be able to increase economic growth, productivity, innovation and employment (A. Sadiyoko, 2015). Along with the increasingly rapid changes, especially in the field of digitalization technology, these young entrepreneurs have many advantages in using technology which will later be useful in their business practices. Later, this generation of young entrepreneurs is expected to be able to increase the number of entrepreneurial needs in Indonesia to 3.95% nationally in 2024 according to the expectations of the Ministry of Cooperatives and Small and Medium Enterprises (KEMENKOPUKM, 2022). The life of the younger generation is of course inseparable from technology, because they were born and grew up in the midst of technological developments. The younger generation is also known as the generation that is proficient in operating the internet whether for entertainment, study or work. Therefore, this can help the process of improving the quality of young entrepreneurs, which can be done anywhere and anytime. The younger generation is guided and given knowledge about entrepreneurship, not only the steps to entrepreneurship, but also to the practice of using technology, especially knowledge about digital marketing that can support currently available entrepreneurial activities, such as the use of e-commerce and social media. This really needs to be done so that the younger generation is accustomed to entrepreneurship and can help meet the level of entrepreneurial needs. Limited resources owned by the community as consumers, such as time and costs, cause them to prefer shopping online using e-commerce and social media because it saves time and costs. There are various ways to do entrepreneurship, such as using existing applications, namely Instagram, TikTok, Shopee, Lazada and Tokopedia. With the expertise in social media they have, it will be easier to implement a digital marketing system which in practice involves activities on social media and the internet, so that in the future it will open and expand employment opportunities and help increase the number of entrepreneurial needs and achieve the national entrepreneurial growth (Judge, 2022). The partner problem is the need for knowledge about digital marketing that is relevant to the current marketing system and strategy for youngpreneurs, namely SMAS Methodist 1 Tanjung Morawa students. The solution we offer in this service is to provide knowledge about digital marketing, especially to students who are still in high school.

Keywords: Youngpreneur; Digital Marketing

INTRODUCTION

The importance of young entrepreneurs in strengthening the Indonesian economy if viewed macro, young *entrepreneurs* play a role in the national economy as a driver, controller, and booster of the nation's economy (Nurul, 2021). Entrepreneurship is currently a hot topic that is often discussed. The rapid development of technology and business competition in the current era, it is increasingly clear and for entrepreneurs or entrepreneurs inevitably have to involve the role of this technology in their business practices so that they can continue to exist in the market. The use of digitalization technology in business or marketing practices is commonly referred to as *digital marketing*. *Digital marketing* is a promotional activity and market search through online digital media by utilizing various means such as social networks (D. Rachmawati, 2021). The most rampant entrepreneurship among the younger generation today is like an online business that uses an *e-commerce platform* or online store, because it seems flexible and easy to do. Not only

through online stores, social media can also be used for entrepreneurship, especially Instagram, TikTok, Facebook. It is also supported by the presence of advertisements from social media that are easy to use, becoming a supporter of business actors. The younger generation has the highest level of productivity, but it is very unfortunate that they are not well utilized, many younger generations still do not take advantage of the use of social media in entrepreneurship due to lack of knowledge. Of course, we don't want this to continue, this is the reason to help the younger generation, especially high school students and students so that they can later explore their creative ideas and be applied in the world of entrepreneurship. From this, the younger generation can be guided and directed to take advantage of their advantages to become a tech-literate entrepreneur. Siswa-siswi SMAS Methodist Tanjung Morawa actually has entrepreneurial potential, it can be seen through the enthusiasm of the students and some of them already have businesses. However, there is still a lack of knowledge about the application of *digital marketing* in the right and appropriate business practices to develop their business. Therefore, it is necessary to conduct training and education appropriately, accurately and correctly regarding the importance of knowledge about *digital marketing* to students of SMAS Methodist Tanjung Morawa.

METHOD

Implementing this activity, the first thing to do is to explore and find information about the students of SMAS Methodist Tanjung Morawa as a generation of *youngpreneurs* who do not really understand and are not interested in the importance of the purpose of learning *digital marketing* properly, precisely, and correctly since they were in school. Furthermore, before conducting Education and Direct Practice using *tools* to support entrepreneurial activities, especially by applying the concept of *digital marketing*, the service team will first provide a *Pre Test*. Then continued with the presentation of *entrepreneurship* theory and training on the use of applications that support *digital marketing* introduction activities. After this is done, it will be evaluated by giving a *post test* to the students. In supporting the implementation of this service, the school facilitates the provision of classrooms, and all kinds of other supporting needs.

RESULTS AND DISCUSSION

Community service implementation activities have been carried out through three sessions, namely the first session on November 05, 2022, the second session on November 23, 2022 and the last session on December 20, 2022 at SMAS Methodist Tanjung Morawa which was attended by high school students majoring in science and social studies with a total of ± 105 participants who took part in this PkM activity. In the first session, namely November 5, 2022, this PkM activity began by distributing a *Pre-Test* questionnaire to students of SMAS Methodist Tanjung Morawa. Based on the activities in the first session the results that can be concluded we can see in the table and figure the graph below:

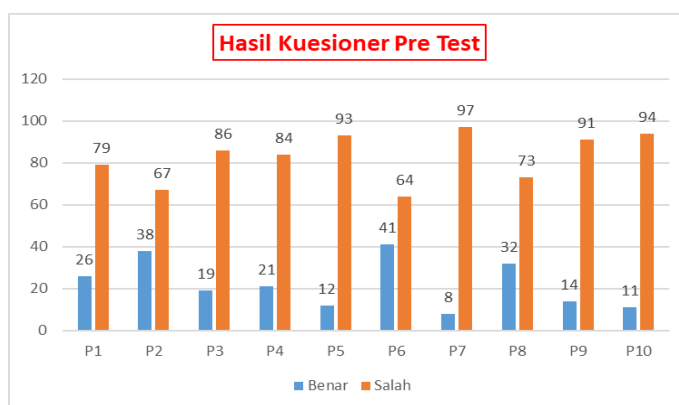


Figure 1. Pre-test filling results graph

The PkM committee distributed questionnaires to 105 Participants which were filled out through the Microsoft Form provided by the committee. After the participants fill out the questionnaire, the committee collects and processes the data. From the results of the *Pre Test* that has been carried out, it can be seen that out of 105 participants who answered on question 1, who answered the questionnaire correctly 26 participants and 79 other participants answered incorrectly, question 2, who answered the questionnaire correctly 38 participants and 67 other participants answered incorrectly, question 3, who answered the questionnaire correctly 19 participants and 86 other participants answered incorrectly, question 4, which answered the questionnaire correctly 21 participants and 84 other participants answered incorrectly, question 5, which answered the questionnaire correctly 12 participants and 93 other participants answered incorrectly, question 6, which answered the questionnaire correctly 41 participants and 64 other participants answered incorrectly, question 7, which answered the questionnaire correctly 8 participants and 97 other participants answered incorrectly, question 8, which answered the questionnaire correctly 32 participants and 73 other participants answered incorrectly, and question 9, which answered the questionnaire correctly 14 participants and 91 other participants answered incorrectly, as well as the last question of 105 participants, which answered the questionnaire correctly 11 participants and 94 other participants answered incorrectly. It can be concluded that before the participants were given training by the PkM team, knowledge related to digital marketing for entrepreneurship was still very low when viewed from the correct answers of the participants, it was still below 50% of the 10 questions asked. The following is a picture of the first session of activities and filling out the *Pre-Test* questionnaire that has been successfully documented in this PkM activity presented in the following picture



Figure 2. Pictures of the activities of the first session and filling out the *Pre Test* questionnaire

After measuring understanding through filling out the *Pre Test* questionnaire to the next participants, the PkM team presented the material to the participants present. The material was

delivered by 1 speaker in each class with the same session, this activity was also assisted by students involved in this PkM activity where the students had different roles. The next excitement is when the team finishes presenting the material to the participants. The teams held a short *game* in each class to increase the enthusiasm and motivation of the participants regarding the ideas they built to create and market through *digital marketing*.

In the second training session, namely on November 23, 2022, after the teams presented material on the use of tools to support the entrepreneurial success of the PkM team, as well as conducting games with participants in each class, the team re-measured the participants understanding of the material presented with a question and answer session at the games session and distributed the *Post Test* questionnaire form. which must be filled in by the participants. The hope is that there will be an increase in participants' understanding of entrepreneurship after holding this activity. In measuring this understanding, the team distributed a post test questionnaire with the same question on the *post test* questionnaire to the participants present. Based on the activities in the first session the results that can be concluded we can see in the table and figure the graph below:

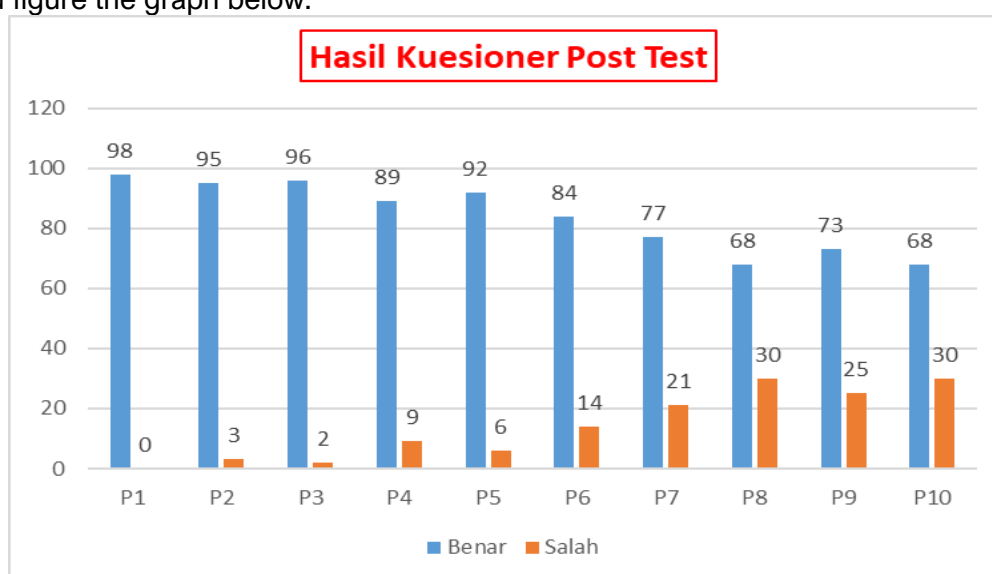


Figure 3. Post Test Filling Results Graph

The PkM committee distributed questionnaires to 98 Participants which were filled out through the Microsoft Form provided by the committee. After the participants fill out the questionnaire, the committee collects and processes the data. From the results of the *Post Test* that has been carried out, it can be seen that out of 98 participants who answered question 1, 98 participants answered the question correctly, question 2, 95 participants answered correctly and only 3 participants answered incorrectly, question 3, 96 participants answered correctly and only 2 participants answered wrong , question 4, 89 participants answered correctly and only 9 participants answered wrong, question 5, 92 participants who answered correctly and only 6 participants who answered incorrectly, question 6, 84 participants who answered correctly and 14 participants who answered incorrectly, question 7, 77 participants who answered correctly and 21 participants who answered incorrectly, question 8, 68 participants who answered correctly and 30 participants who answered wrong, and question 9, 73 participants who answered correctly and 25 participants who answered incorrectly, and the last question was 68 participants who answered correctly and 30 participants who answered incorrectly. The following is a picture of the second session of activities and filling out the *Post Test* questionnaire on November 23, 2022 which has been successfully documented in this PkM activity presented in the following picture.



Figure 4. Pictures of the activities of the second session and filling out the *Post Test* questionnaire

It didn't stop here that PkM activities continued in the third session of training, namely " Harvest Work" along with documentation in the third session of PkM activities in the "Harvest Work" event.



Figure 5. Pictures of the activities of the third session "Harvesting Works"

The third session which was held on December 20, 2022, this activity accompanied the training participants in the "Harvest Works" event resulting from business ideas in the first session and digital marketing that had been equipped in the second session of training. The PKM team was warmly welcomed by SMAS Methodist Tanjung Morawa as well as accompanying and giving a speech at the harvest event.

CONCLUSIONS AND SUGGESTIONS

The implementation of community service that is carried out if observed from the results obtained there is a significant improvement from the results of understanding from the comparison of the results of the previous *Pre Test* questionnaire with the results of the *Post Test questionnaire*. In the *Pre Test* results, the level of knowledge of the participants was still very low, which was still below 50% (<50%) who knew about entrepreneurship by utilizing digital marketing, while the results of filling out the *Post Test* questionnaire obtained the average level of knowledge related to entrepreneurship by utilizing *digital marketing*. is above 50% (>50%) meaning that the training provided by the PKM team has succeeded in increasing the knowledge of the trainees, namely students of SMAS Methodist Tanjung Morawa. The results of this implementation are also in line with the results of dedication efforts to improve skills and management of these resources have been carried out through several series of training activities, including those related to increasing skills in utilizing digital platforms, village websites, while forms of assistance that have been carried out include improving website management and mapping some of the potential resources in the village area (RB. Hendri Kuswantoro, 2022).

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