

Society in the Digital Age: Creating a Positive Impact Through Sustainable Digital Marketing Practices

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Abstract

In the ever-evolving digital era, digital marketing practices have become an important component for businesses and organizations in various sectors. However, it is important for us to consider the impact generated by these digital marketing practices. It is important for us to ensure that these practices are not only effective in achieving marketing goals, but also sustainable and have a positive impact. The purpose of this digital marketing training is to provide students with more in-depth knowledge that digital has a positive and sustainable impact. The implementation of the training activities was carried out at SMK Miftahul Huda Sambungmacan Sragen on Friday, June 9 2023. The method of implementation was the lecture and discussion method. The results of this activity based on the results of the questionnaire are the increased understanding of students at SMK Miftahul Huda Kontakmacan Sragen regarding digital marketing. The implementation of this activity went well where the training participants actively participated in the activity from start to finish and were able to do the exercises properly and on time, which meant that participants could understand the material presented well.

Keywords: digital marketing, dedication.

INTRODUCTION

In line with technological developments, Indonesia as one of the countries with the largest population that uses the internet or social media. Based on the survey results of the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This number increased by 2.67% compared to the previous period of 210.03 million user (Automatisés, 2020) (Najwa Nurazizah et al., 2022). This shows that the Indonesian population who have used the internet is around 78% of the Indonesian population. Meanwhile, until January 2023, the number of social media users in Indonesia has reached 167 million people. This number is equivalent to 77 percent of the total number of internet users in Indonesia which reached 215.63 million. These statistics illustrate that business opportunities using digital marketing are very large (Putu et al., 2020), (Kusuma et al., 2022) (Anggapratama et al., 2019).

The use of digital technology in the world of commerce can increase service effectiveness up to four times more effectively by applying digital marketing techniques (Febriyantoro & Arisandi,

2018),(Setkute & Dibb, 2022),(Najwa Nurazizah et al., 2022). The magnitude of the potential use of e-commerce in Indonesia is also influenced by online shopping styles, especially among millennials. Human Instagram, Facebook and WhatsApp no longer require face-to-face interaction(Wardhani & Romas, 2022). A simple concept of digital marketing that can make students financially independent and not dependent on increasingly complicated job searches (Arumsari et al., 2022),(Wardhani & Romas, 2022)(Hanlon & Tuten, 2022). In addition to increasing digital and online business trends, the internet or digital marketing is very necessary for business people because of its enormous potential. By advancing digital marketing in Indonesia, it will also help improve business development which in the end can also help the economic growth of the Republic of Indonesia(Sukma, 2022). The demographic bonus expected to occur in Indonesia in 2030 will further encourage increased digital-based business and digital marketing (Teguh et al., 2019)(Hidayat et al., 2021). The younger generation, women, and netizens (netizens) are the majority community group who are both subjects and objects of the digital economy (Putu et al., 2020). Their collective strength, especially as the most influential segment in the digital era, deserves further consideration and research (Saputra, 2023)(Munarsih et al., 2020). The younger generation is early adopters of new products and technologies. They are also a trendsetter in the development of the current trend. Therefore, educating the younger generation regarding digital marketing is needed to increase their understanding and abilities(Warmayana, 2018) ,(Umami & Darma, 2021),(Arief et al., 2021).

This is the background of Universitas Ahmad Dahlan to conduct community service by conducting digital marketing training, which is expected to impact SMK Miftahul Huda Sambungmacan students positively. This form of training is a form of community service to practice from the Tri Dharma of Higher Education from directly implementing the practice of science and technology to the community. Therefore, the activities carried out by UAD are expected to increase interest and awareness of digital marketing. The objectives to be achieved in this training program are:

- To increase students' knowledge about digital marketing.
- To provide knowledge to students about the positive impact of implementing digital marketing practices.

METHOD

This service activity took the object of SMK Miftahul Huda Sambungmacan. The reason for being used as an object of research is because SMK Miftahul Huda Sambungmacan is located in the countryside. The training process begins with a design designed based on the results of observation and initial needs analysis. Then after being implemented, it is evaluated, and then the evaluation results are used as improvements in the implementation of further training. The description of this method is as follows:

RESULTS AND DISCUSSION

Digital marketing practice for students of SMK Miftahul Huda Sambungmacan, Sragen. It was held on Friday, June 9, 2023, was attended by 25 female students with the theme "Society in the Digital Era: Creating a Positive Impact through Sustainable Digital Marketing Practices," which was held starting at 09.00 WIB at SMK Miftahul Huda Sambungmacan, Sragen. The event went

smoothly, with a series of events starting from the opening and remarks by Mukhtar, S.Th.I., as the principal.



Figure 1. Opening and remarks from the principal of SMK Miftahul Huda Sambungmasacan

Figure 1 shows the presentation of material by Kariyamin, S.Kom., MM, MTA. MOS and Rahmat Ardila Yulianto, S.Kom., which explains how to do business in the 5.0 era with the help of technology. In digital marketing training, the material presented is related to digital marketing techniques, starting from a basic introduction to digital marketing. What advantages are obtained by using digital marketing, and then the types of digital marketing applied? The material presented explained to the students that functions in the digital era can benefit businesses through technology. The material related to digital marketing, and the team provided examples and illustrations to the trainees on using digital media platforms well.

Digital media will be very useful for positive things such as marketing products. This activity can benefit students, especially in marketing strategies, digital marketing, or digital-based marketing. The results obtained by the participants were very enthusiastic and serious about participating in the activity; some students and students have tried to help families market their business products through digital content such as on Instagram and TikTok. Therefore, they are very serious and enthusiastic about participating in this activity.



Figure 2. Material presentation by Kariyamin, S.Kom., MM,. MTA. MOS and Rahmat Ardila Dwi Yulianto.

Figure 2 shows the exposure of the growing digital era; Digital marketing practices have become one of the important components for businesses and organizations in various sectors. However, we need to consider the impact generated by these digital marketing practices. We need to ensure that these practices are effective in achieving marketing goals, sustainable, and have a positive impact. Our digital marketing practices will examine how digital marketing can help promote environmental sustainability, build sustainable customer relationships, and drive inclusion and equity.



Figure 3. Photo with participants at SMK Miftahul Huda Sambungmacan, Sragen

Figure 3 shows that implementing this PRODAMAT event can increase the human resources of teenagers, especially students of SMK Miftahul Huda Sambungmacan." Said Mr Mukhtar at the end of his remarks.

After presenting and discussing all the material, the participants were directed to complete the questionnaire.

Table 1. Questionnaire Statement

No	Statement	SS	S	N	TS	STS	Average Score
1	I was satisfied with the community service organized by the Faculty of Industrial Technology UAD.	9	15	1	0	0	4,32
2	Community service activities are in line with what I expected.	12	11	2	0	0	4,40
3	Services provided by members in implementing activities to the community following my needs.	18	6	1	0	0	4,68
4	The resource persons or members of the Faculty of Industrial Technology and the Faculty of Cultural Literature and Communication at UAD were involved. They were able to resolve every complaint I had.	15	7	3	0	0	4,48

No	Statement	SS	S	N	TS	STS	Average Score
5	If this activity is carried out again, I am committed to being involved in it.	13	11	1	0	0	4,48
6	Have you ever heard of digital marketing?	11	13	1	0	0	4,40
7	Have you ever heard about the benefits of digital marketing?	9	15	1	0	0	4,32
8	How often do you use social media?	11	13	1	0	0	4,40
9	Can this training related to digital marketing add to your knowledge or insight?	11	12	2	0	0	4,36
10	This training makes me more enthusiastic to take advantage of digital marketing?	4	16	5	0	0	3,96
average score							4,38

Table 1 shows The basis for the interpretation of the average score used in this study refers to the interpretation of the score used by Sugiono (2014). For more details, see the following table: Table 2. The basis for the interpretation of the item score.

Table 2. Basic interpretation of the score of the question item (Sugiono, 2014)

No	Score Value	Interpretation
1	1 - 1,4	Very Not Good
2	1,5 - 2,4	Bad
3	2,5 - 3,4	Not Good
4	3,5 - 4,4	Good
5	4,5 - 5,0	Excellent

Based on the results of filling out the questionnaire of trainees in Table 1 above, the graph can be illustrated as follows:

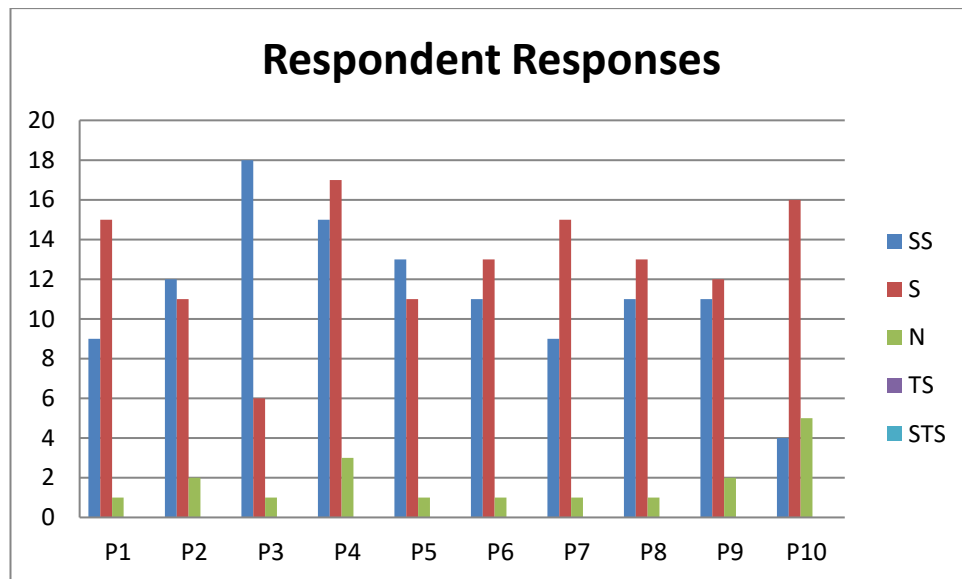


Figure 4. Respondents' Responses

Figure 4 shows a questionnaire statement given to respondents with five answer choices, namely strongly agree (SS), agree (S), neutral (N), disagree (TS), and strongly disagree (STS). In the x-axis, P1, P2, P3, until P10 corresponds to the questionnaire number of statement as shown in the Table 1. The average score of all questionnaire statements in Table 1 above was 4.38 (good category). The results of the questionnaire given to participants after the training gave a positive response to this training. This activity is generally useful and adds knowledge/insight for all participants participating in training activities from beginning to end. This training is directed to students so that SMK Miftahul Huda Sambungmacan Sragen can provide understanding to utilize information technology developed today. Undeniably, the current and future era of digitalization does not rule out the possibility that all things will utilize information technology.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the implementation of community service activities for students of SMK Miftahul Huda Sambungmacan Sragen, conclusions can be drawn:

- The implementation of community service activities is well carried out following the time and expected results.
- Digital marketing training participants actively attend training from beginning to end and can understand the material that has been given.
- Digital marketing training, in general, has a positive impact on trainees, based on the questionnaire results.

RECOMMENDATIONS

It is necessary to hold further discussions about digital marketing to help participants who want to understand the latest practices and developments of digital marketing and its derivatives in more detail.

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