



PELATIHAN DAN PENDAMPINGAN DIGITAL MARKETING UNTUK MENINGKATKAN KOMPETENSI SISWA SMK BINA INSAN MANDIRI DALAM MENGHADAPI ERA INDUSTRI 4.0

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Abstrak

Penguasaan teknologi informasi dalam bidang akuntansi merupakan salah satu kemampuan penting yang harus dimiliki oleh siswa Sekolah Menengah Kejuruan (SMK) untuk menunjang kompetensi kerja di era digital. Pengabdian masyarakat ini bertujuan untuk meningkatkan pengetahuan dan keterampilan siswa SMK dalam menggunakan aplikasi digital marketing sebagai alat bantu dalam membuat kampanye iklan marketing secara efektif dan efisien. Pelatihan dilaksanakan dengan metode pembelajaran langsung (praktik) yang meliputi pengenalan fitur digital marketing, membuat konten bisnis, hingga pembuatan kampanye iklan marketing menggunakan aplikasi digital marketing. Dalam era globalisasi dan digitalisasi yang semakin cepat, kompetensi di bidang teknologi informasi menjadi sangat penting, terutama dalam dunia bisnis digital. Salah satu aplikasi yang banyak dipakai dalam digital marketing adalah media sosial bisnis. Aplikasi ini menawarkan berbagai fitur yang dapat membantu pengguna dalam mengelola akun bisnis dengan lebih efisien dan akurat. Literasi digital marketing menjadi keahlian yang sangat penting bagi setiap individu, banyak siswa, termasuk di Bina Insan Mandiri, masih menghadapi kesulitan dalam memahami konsep digital marketing. Kesenjangan antara teori dan praktik seringkali menjadi hambatan bagi siswa dalam menguasai keterampilan ini. Pelatihan digital marketing hadir sebagai solusi untuk mengatasi permasalahan tersebut. Dengan menggunakan aplikasi ini, siswa dapat belajar secara interaktif dan mempraktikkan secara langsung membuat akun bisnis dan mengelolanya. Keterampilan ini tidak hanya akan meningkatkan pemahaman mereka terhadap konsep digital marketing tetapi juga mempersiapkan mereka untuk menghadapi dunia kerja yang semakin kompetitif

Kata kunci: Digital Marketing, Kompetensi, Bisnis, Iklan, Mediasosial, Sekolah Menengah Kejuruan, Pelatihan

DIGITAL MARKETING TRAINING AND MENTORING TO IMPROVE THE COMPETENCE OF BINA INSAN MANDIRI VOCATIONAL SCHOOL STUDENTS IN FACING THE INDUSTRY 4.0 ERA

Abstract

Mastery of information technology in the field of accounting is one of the important skills that vocational high school (SMK) students must have to support their work competencies in the digital era. This community service program aims to improve the knowledge and skills of SMK students in using digital marketing applications as tools to create effective and efficient marketing advertising campaigns. The training was conducted using a hands-on learning method (practice) that included an introduction to digital marketing features, creating business content, and creating advertising campaigns using digital marketing applications. In this era of rapid globalization and digitalization, competence in information technology has become very important, especially in the world of digital business. One of the applications widely used in digital marketing is business social media. This application offers various features that can help users manage their business accounts more efficiently and accurately. Digital marketing literacy is a very important skill for every individual, but many students, including those at Bina Insan Mandiri, still face difficulties in understanding the concept of digital marketing. The gap between theory and practice often becomes an obstacle for students in mastering this skill. Digital marketing training is presented as a solution to overcome this problem. By using this application, students can learn interactively and practice directly creating and managing business accounts. These skills will not only enhance their understanding of digital marketing concepts but also prepare them for the increasingly competitive job market.

Keywords: Digital Marketing, Competency, Business, Advertising, Social Media, Vocational High School, Training





1. INTRODUCTION

In this rapidly developing digital age, the internet and information technology have fundamentally changed the business world. Digital marketing, as an integral part of modern marketing strategies, has become increasingly important for companies to reach their target markets, build their brands, and increase sales. The ability to utilize digital platforms such as social media, search engines, and email marketing has become an essential skill for marketing professionals. However, in reality, not all students have the same access and opportunities to develop their competencies in digital marketing. Meanwhile, vocational school graduates are expected to have skills that are relevant to industry needs, including the ability to adapt to technological developments. This competency gap can be an obstacle for vocational school graduates to compete in an increasingly competitive job market, or even to start their own businesses. Therefore, this digital marketing training and mentoring program is very important to implement. This training aims to provide vocational high school students with the knowledge and practical skills they need to become competent in digital marketing. With these competencies, vocational high school students are expected to be able to:

- a) Increase their competitiveness in the job market.
- b) Have the ability to start and develop their own businesses.
- c) Contribute to the development of Indonesia's digital economy.

2. METHOD

The methodology applied in this training can be divided into several key steps:

- a) Opening: Welcome from the organizer, introduction of participants and instructors, explanation of training objectives
- b) Material Preparation: Instructors prepare training materials covering the theory and practice of using digital marketing applications
- c) Theory Delivery: Providing explanations about the basics of digital marketing and the main features of digital marketing software
- d) Hands-on Practice: Participants practice using digital marketing tools effectively to create advertisements and product designs using digital media
- e) Discussion and Feedback: A discussion session is held to discuss the challenges faced by participants in using digital marketing tools.

Instructors provide constructive feedback on the product designs and advertisements created by participants involved in the learning process using digital marketing tools through more innovative and interesting applications. With this approach, the training not only focuses on theory but also provides relevant practical experience for students. Through practice-based training, it is hoped that students will better understand digital marketing in facing challenges in the digital era.

3. RESULTS AND DISCUSSION

Increasing student motivation in learning digital marketing material.

Helping students to be more active and involved in creating advertisements and product designs using digital media. Improving the competence of vocational school students through the application of more innovative and interesting digital marketing applications. With this approach, training does not only focus on theory but also provides relevant practical experience for vocational school students. Through practice-based training, it is hoped that students will be



better prepared to face the challenges of the digital age.

Digital marketing training at SMK BINA INSAN MANDIRI has consistently shown an increase in student competency in the use of digital marketing applications. Digital marketing training not only increases knowledge (cognitive), but also student participation and concentration during learning (affective), as well as accuracy and speed in completing tasks (psychomotor). Students who have participated in the training show positive behavioral changes and readiness to face competency exams and the world of work. In addition to technical aspects, the training also impacts students' increased confidence to compete in student competency competitions (LKS) and the world of work, as well as fostering independence because they have the relevant skills to start working immediately after graduation.



Figure 1. Vocational High School



Figure 2. Vocational High School



Figure 2. Vocational High School

4. CONCLUSION

Skill Enhancement Training enhances students' skills in creating digital content, managing social media business accounts, and developing simple digital marketing plans. Technology Application Students demonstrate a better understanding of the basics of digital marketing, including promotional strategies, digital consumer behavior, and the use of social media and online platforms. Participant Engagement Participants were highly enthusiastic throughout the training, with many actively participating in discussions and practical exercises in creating advertisements and designing products using digital media.

Advanced Training It is recommended to hold more in-depth advanced training, especially in the practice of creating video content and running digital advertising simulations, so that students can become more proficient in utilizing the latest technology in digital marketing. Discussion Forum Create an online discussion forum among students to share experiences and challenges in using digital marketing tools. This can help students support each other and learn from one another.

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