



**Utilization *Digital Marketing & Content Creator*
for Promotion of Entrepreneurship**

**Pemanfaatan *Digital Marketing & Content Creator*
untuk Promosi Kewirausahaan**

**Lucy Chairoel¹, Siska Lusya Putri^{2*}, Tri Rachmat Riski³, Febri Rahadi⁴, Nabila Safira⁵,
M. Siddiq Parties⁶, Nuzulya Iqwa Suriani⁷**

^{1,2,3,4,5,6,7}Andalas Dharma University

*Corresponding author: siskalusiaputri@unidha.ac.id

| | |
|--|--|
| <p>Article History: Received: 15 July 2024 Revised: 20 June 2024 Accepted: 22 August 2024 Published: 22 August 2024</p> | <p>Abstract Technological developments, the use of smartphones and internet access provide innovation in marketing activities. Entrepreneurs have new strategies in marketing the goods they produce which were originally marketed offline and can then be marketed online. Online marketing is one of the digital marketing strategies. Digital marketing activities are an important point in entrepreneurship promotion activities, considering that all forms of activity, especially in the business sector, have gone through the digitalization stage, so understanding in the digital marketing process must be improved so that they are not left behind and goals can continue to be achieved. The use of digital marketing is needed to improve the entrepreneurial marketing skills of students at SMA 7 Padang, SMK 4 Padang, and SMA 3 Tebo, so that students can implement digital marketing and be able to increase their business potential. Digital marketing involves starting from content creation, placing online advertisements, website optimization, email marketing, relations with online media, to becoming a social media admin. One application of digital marketing in business is content creation. This activity provides guidance regarding digital marketing strategies using content creation methods via social media platforms.</p> <p>Keywords: (digital marketing, content creator, entrepreneurship)</p> <p>Abstract Technological developments, the use of smartphones and internet access provide innovation in marketing activities. Entrepreneurs have new strategies in marketing the goods they produce which were originally marketed offline and can then be marketed online. Online marketing is one of the strategies <i>digital marketing</i>. Activity <i>digital marketing</i> is an important point in entrepreneurship promotion activities, considering that all forms of activity, especially in the business sector, have gone through the digitalization stage, so that understanding is in the process <i>digital marketing</i> must be improved so as not to be left behind and goals can continue to be achieved. The use of digital marketing is needed to improve entrepreneurial marketing skills in students at SMA 7 Padang, SMK 4 Padang, and SMA 3 Tebo Jambi, so that students can implement <i>digital marketing</i> and able to increase their business potential. <i>Digital marketing</i> starting from content creation, online advertising, optimization <i>website</i>, <i>e-mail marketing</i>, relations with online media, to becoming a social media admin. One application <i>digital marketing</i> in business is content creation. This activity provides guidance regarding strategy <i>digital marketing</i> with the method of creating content via social media platforms.</p> <p>Keywords: (digital marketing, content creator, entrepreneurship)</p> |
|--|--|



INTRODUCTION

In the business world, marketing activities are the spearhead for achieving success in a business. Therefore, a good marketing strategy is needed that has been adapted to current developments. Marketing strategies in the form of promotions are carried out so that products (both goods and services) can be recognized by consumers and customers. The rapid development of technology, the digital world and the internet of course also has an impact on marketing strategies.

Marketing trends in the world are moving away from conventional ones (*offline*) becomes digital (*online*). One of the forms of promotion strategy used for today is the promotion strategy through *digital marketing*. *Digital marketing* has become a more effective and efficient marketing strategy trend for today. Everyone uses smartphones along with applications that facilitate activities *digital marketing*. Strategy *digital marketing* This is more prospective because it allows potential customers to obtain all kinds of information about products and make transactions via the internet.

Digital marketing working from content creation, online advertising, website optimization, email marketing, relations with online media, to becoming a social media admin. Digital marketing is an effort to market products using digital media and internet networks, such as Google Business, WhatsApp Business, Instagram, Tiktok, Canva and other platforms. One application of digital marketing in business is content creation. The reasons for using digital marketing are: it is flexible, the results are more effective and measurable and the costs are cheaper. The application of digital marketing strategies for entrepreneurship is a form of innovation in entrepreneurship by utilizing digital media to socialize business goods.

In the world of digital marketing, content creation has a very important role in producing quality and relevant content to attract the attention of potential customers or readers. However, the duties and responsibilities of a content creator are not limited to just creating content. The content creation profession is an individual who creates and produces content for various digital platforms such as blogs, vlogs, podcasts, social media, etc. The resulting content can be in the form of articles, photos, videos, infographics, and so on. The purpose of the content created is to attract the attention of the audience and expand the reach of the brand or product being advertised. A content creator can also work as a freelancer or work full-time for a company or creative agency. They must have skills in writing, photography, video editing, animation, and have skills in digital marketing and social media management. They must also be able to follow trends and understand the needs of the audience so that the content produced is relevant and acceptable to society.

The use of digital marketing with content creation methods using social media platforms such as Instagram, TikTok, Twitter, and YouTube is needed to improve marketing abilities and entrepreneurial skills in students at SMA 7 Padang, SMK 4 Padang, and SMA 3 Tebo Jambi, so that students can implement digital marketing with content creation methods and be able to increase their business potential.



This community service activity aims to: (1) Increase participants' abilities, especially regarding digital marketing strategies, and (2) Increase participants' abilities in implementing digital marketing strategies using content creation methods.

METHOD

The targets and targets for implementing this community service activity are students of SMA 7 Padang, SMK 4 Padang, and SMA 3 Tebo. Specifically, the targets are described as follows: (1) It is hoped that students of SMA 7 Padang, SMK 4 Padang, and SMA 3 Tebo Jambi understand what the concepts of marketing, promotion and entrepreneurship are, (2) It is hoped that students of SMA 7 Padang, SMK 4 Padang, and SMA 3 Tebo Jambi understand the concept of digital marketing strategy, (3) It is hoped that students of SMA 7 Padang, SMK 4 Padang, and SMA 3 Tebo Jambi understand the method of creating content in digital marketing strategy.

This activity was carried out in the form of exposure and presentation regarding marketing, promotion, entrepreneurship and digital marketing concepts. The method used in the presentation and presentation is in the form of questions and answers and discussion so that it can fulfill the targets of this community service activity. The nature of this service activity is outreach to students at SMA 7 Padang, SMK 4 Padang, and SMA 3 Tebo Jambi.

Material that will be presented includes:

1. Introduction to marketing, promotions and entrepreneurship
2. Introduction to digital marketing concepts
3. Introduction to content creation methods in digital marketing strategies

Students of SMA 7 Padang, SMK 4 Padang, and SMA 3 Tebo Jambi will be accompanied by 5 instructors (lecturers and UNIDHA students) in understanding the entire material until completion. This activity involved students from SMA 7 Padang, SMK 4 Padang, and SMA 3 Tebo Jambi. From the analysis of the situation and problems faced, the solutions offered include:

- a. Students know the concepts of marketing, promotion and entrepreneurship.
- b. Students know and apply digital marketing concepts.
- c. Students are able to use content creation methods in digital marketing strategies.

RESULTS AND DISCUSSION

Community service activities are carried out by a team of lecturers and students from the Faculty of Economics and Business, Dharma Andalas University. Activities were carried out in the form of training for students at SMA 7 Padang City, SMK 4 Padang City, and SMA 3 Tebo, Jambi. The participants who took part were very enthusiastic and it is hoped that this training can provide them with knowledge so that it can be applied later when they become students. This service activity ran orderly and smoothly.



Figure 1. Visit to SMA 7 Padang

The structure of this service activity is as follows:

Participant registration

Welcome remarks from the head of service

Presentation of material on the topic "Digital Marketing & Content Creator"

Discussion and questions and answers along with simulation games

Closing and group photo



Figure 2. Visit to SMK 4 Padang

The visit to SMA 7 began with conducting a field survey on February 9 2024. The team was welcomed by Public Relations of SMA 7 Padang and further discussed permission to conduct training and promotion of UNIDHA to class XII students. After receiving an agreement on the schedule, the Lecturer and Student Team performed service on Friday, February 16 2024. Here, the Team was welcomed by the Deputy Head of Curriculum, Mrs. Desi (Physics Teacher) and the Public Relations Officer of SMA 7 Padang. Furthermore, the school allowed the team to carry out service using presentation methods to classes.



Figure 3. Visit to SMA 3 Tebo

The visit to SMK 4 Padang began with conducting a field survey on February 15 2024. The team was welcomed by the Public Relations of SMK 4 Padang and further discussed permission to conduct UNIDHA training and promotions to class XII students. After receiving an agreement on the schedule, the Lecturer and Student Team carried out their service on Friday, February 23 2024. Here, the Team was welcomed by the Deputy Principal and Public Relations of SMK 4 Padang. Furthermore, the school allowed the team to carry out service at the mosque in the area of SMK 4 Padang. Here, all class XII students were gathered and the team was given the opportunity to carry out training, UNIDHA promotions and Kahoot games.



Figure 4. Situation during presentation of digital marketing material

The visit to SMA 3 Tebo Regency, Jambi Province began with conducting a field survey in March 2024. The team was welcomed by Public Relations of SMA 3 Tebo and further discussed permission to conduct training and promotion of UNIDHA to class XII students. After receiving an agreement on the schedule, the Team will carry out their service in March 2024. Here, the Team was welcomed by the Deputy Principal and Public Relations

of SMA 3 Tebo. Furthermore, the school allowed the team to carry out service in the hall within SMA 3 Tebo.



Figure 5. Situation during presentation of content creator material

The "Digital Marketing & Content Creator" training presents the following material:
Introduction to marketing, promotions and entrepreneurship
Introduction to digital marketing concepts
Introduction to content creation methods in digital marketing strategies

The implementation of service at SMA 7 Padang City, SMK 4 Padang City, and SMA 3 Tebo ran orderly and smoothly. Class XII students enthusiastically listened to the presentation from the Service Team and competed to answer questions asked by the Service Team. The students were so enthusiastic as a result *door prizes* what we prepare runs out quickly.



Figure 6. Discussion about entrepreneurship

After presentation and administration *door prizes* implemented, the Service Team asked permission from the respective schools to put up UNIDHA banners and UNIDHA pamphlets in the area of SMA 7 Padang, SMK 4 Padang, and SMA 3 Tebo.



CONCLUSION

The conclusions from this training:

The implementation of activities took place in an orderly and smooth manner.
Participants were enthusiastic in participating in the training from start to finish.
Training is able to broaden participants' insight into the use of technology

THANK-YOU NOTE

The author would like to thank the Institute for Research and Community Service at Dharma Andalas University (LPPM UNIDHA) for selecting the Team for the 2024 UNIDHA Service Grant. The author would also like to express his thanks to the institution, colleagues and fellow students who have provided assistance and support to the author so that this service can be completed and provide benefits for students in class XII of Senior High Schools (SMA) and Vocational High Schools (SMK). Thanks to this service, good collaboration has also been established between UNIDHA and the SMA/SMK.

BIBLIOGRAPHY

- Buchari, Alma. 2004. Marketing Management and Services Marketing. Bandung: Alfabeta.
- Daryanto. 2013. Introduction to Entrepreneurship. Jakarta: Jakarta Library Achievement.
- Eddy Soeryanto S. 2014. Entrepreneurship: Becoming an Ultimate Businessman. Jakarta: PT Elex Media Komputindo.
- Mahmudi, Armin. 2012. Life skills Education for Secondary Education. Life Science Journal. Halaman 1393-1396.
- Sudradjat. 2000. Tips for Alleviating Unemployment Through Entrepreneurship. Jakarta: PT Bumi Aksara.
- Suryana. 2008. Entrepreneurship: Practical Guidelines, Tips and Processes for Success. Jakarta: Salemba Empat.
- Supriyanto. 2013. How to Become A Successful Entrepreneur. Yogyakarta: Andi.
- Winarto, Paulus. 2004. First Step to becoming an Entrepreneur. Jakarta: Elex Media Komputindo.