




EMPOWERING YOUNG GEN Z ENTREPRENEURS: DIGITAL MARKETING STRATEGY TRAINING FOR SUCCESS

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Abstract

It is crucial to address the challenges Gen Z entrepreneurs face in navigating the digital marketing landscape. This study examines the efficacy of digital marketing strategy training in empowering young entrepreneurs to succeed in today's competitive market. This research utilizes a mixed-methods approach and incorporates both qualitative and quantitative measures. Interviews and surveys are conducted to gauge young entrepreneurs' current knowledge and skills in digital marketing. Training sessions are designed based on identified gaps and delivered through interactive workshops and online modules. Preliminary findings indicate a significant improvement in participants' understanding of digital marketing concepts post-training. Moreover, qualitative feedback highlights increased confidence in developing and implementing digital marketing strategies. The study underscores the importance of tailored training programs in equipping young entrepreneurs with the skills to thrive in the digital age.



INTRODUCTION

Significant transformations occur in today's fast-paced digital marketing scene, notably in using digital platforms to communicate with broader and more specific audiences. Generation Z, nurtured amid technological breakthroughs, has enormous potential as imaginative and adaptable young entrepreneurs (Anderson & Jiang, 2018). Within this setting, SMA (*Sekolah Menengah Atas* - Senior High School) Perjuangan Terpadu develops as an important partner in community service initiatives, providing a critical platform for developing entrepreneurial aspirations among young people. An assessment of the field situation suggests that students at SMA Perjuangan Terpadu have a strong entrepreneurial spirit. However, obstacles must be overcome in adopting successful and efficient marketing strategies, particularly digital marketing channels (Chaffey & Ellis-Chadwick, 2019). Simultaneously, the modern company landscape requires strong digital marketing abilities and tactics to remain competitive (Kotler et al., 2017). Thus, as future entrepreneurs, students must understand and utilize digital marketing methods in their companies (Smith et al., 2012).

Even though some student-led firms exist, more structured and quantitative marketing tactics must be used, particularly in social media and other digital channels. This creates a practical problem that must be addressed to fully realize these students' potential and foster beneficial contributions to future business development (Turner & Shah, 2014). This service activity aims to provide Perjuangan Terpadu High School students with the knowledge and skills to build and implement effective digital marketing strategies for their businesses (Williams & Page, 2011). Furthermore, it intends to improve students' ability to innovate and adapt to changing marketing trends, allowing them to survive in an increasingly competitive business environment (Zimmerman & Ng, 2020). The following section will detail the collaboration with MBKM (*Merdeka Belajar Kampus Merdeka* - Independent Learning Independent Campus) and IKU (*Indikator Kinerja Utama* - Key Performance Indicators) and the specific goals of the service initiative.

IMPLEMENTATION METHOD

The implementation technique for the community service program entails a complete approach to addressing the stated priority problems. A systematic curriculum combining theoretical concepts with practical applications will be created and delivered to address the limits of digital marketing knowledge and abilities. This curriculum will include lessons on social media marketing, search engine optimization (SEO), content development, and data analytics. Interactive workshops, case studies, and hands-on activities will keep participants engaged and learning. In addition, guest lectures from industry experts and successful entrepreneurs will provide practical knowledge and motivation. To address the need for more knowledge about digital marketplaces and market analysis, specialist seminars on market research techniques, competitor analysis, and consumer behavior will be held. Participants will learn to use digital tools and platforms to collect market data, identify target consumers, and assess market trends. Practical exercises such as market simulations and real-time data analysis can help them improve their analytical and decision-making skills.

Concerning resource and tool restrictions, efforts will be made to give access to critical resources and technologies required for effective digital marketing. This could include access to digital marketing technologies, online courses, and engagement with local firms or organizations that want to assist the program. Furthermore, assistance on cost-effective solutions and free online resources will be provided to guarantee that all participants can access them. The curriculum will include hands-on experience and real-world examples from successful digital marketing initiatives to close the gap between theory and practice. Participants can work on simulated projects or collaborate with local firms to apply their skills in real-

world situations. Mentoring sessions and feedback methods will aid in ongoing learning and improvement.










COMMUNITY SERVICE CANVAS MODEL						Designed For: Community Service Pitch Deck	Designed By: Deni Adha Akbari	Date: 16 Oct 2023	Version: 001
 A. SITUATION ANALYSIS	 B. PROBLEMS AND SOLUTIONS	 D. PARTNER PARTICIPATION	 E. PROGRAM EVALUATION AND SUSTAINABILITY	 G. SCHEDULE					
<ul style="list-style-type: none"> Partner Condition: Integrated Struggle High School, with a focus on developing entrepreneurial skills among Generation Z students. Problem: Lack of knowledge and skills in utilizing digital marketing strategies to develop business. Objective: Increase students' understanding and skills in digital marketing to support the success of their businesses. 	<p>Priority Issues:</p> <ul style="list-style-type: none"> Lack of understanding of the importance of digital marketing. Lack of practical skills in implementing digital marketing strategies. <p>Solution:</p> <ul style="list-style-type: none"> Workshops and training on digital marketing strategies. Creation and implementation of an effective marketing plan for a business run by students. 	<p>Participation:</p> <ul style="list-style-type: none"> Active in every training session and workshop. Provide feedback and evaluation for each session. Actively involved in case studies and simulations. 	<p>Evaluation:</p> <ul style="list-style-type: none"> Conduct satisfaction and feedback surveys from students and teachers. Analyze the effectiveness of strategies that have been implemented. <p>Continuity:</p> <ul style="list-style-type: none"> Formation of a digital marketing club or community at school. Sustainable collaboration in the form of webinars or periodic workshops. 	<p>Preparation:</p> <ul style="list-style-type: none"> 1 month (coordination with school, material preparation, in.) <p>Implementation:</p> <ul style="list-style-type: none"> 3 months (workshop, training and mentoring) Evaluation and Monitoring: Continuous 					
 C. IMPLEMENTATION METHOD		 F. TEAM ROLES AND DUTIES							
<ul style="list-style-type: none"> Implementation of online and offline workshops and training. Case studies and simulations of implementing digital marketing strategies. Regular guidance and consultation regarding strategy implementation. 		<p>Team Roles:</p> <ul style="list-style-type: none"> Coordinator: Coordinate all activities and act as a liaison between the team and partners. Trainer: Provides materials and guides students in workshops and training. Evaluation and Monitoring: Evaluating and monitoring the implementation of strategies by students. 							
 H. BUDGET			 I. STAKEHOLDERS						
<p>Budget:</p> <ul style="list-style-type: none"> Preparation and Implementation: [amount] (including honorarium, logistics and technology) Evaluation and Monitoring: [amount] 			<ul style="list-style-type: none"> Uhamka Lecturer Students and their families. School Staff and Teachers Management and decision making in Schools 						

Table 1 Community Service Canvas Model

Networking and cooperation challenges will be addressed through networking events, industry visits, and collaborations with local firms, digital marketing agencies, and industry groups. Participants can interact with professionals in the field, make connections, and explore new collaboration opportunities. Guest speakers and panel discussions will share insights into the value of networking and collaboration in entrepreneurship. Qualitative and quantitative indicators will be used to assess the success of community service activities. Changes in attitudes toward digital marketing, confidence levels, and perceived efficacy of new abilities will all be measured qualitatively. Surveys, interviews, and focus group discussions will solicit participants' qualitative input. Quantitative measures will include the number of organizations employing digital marketing methods, website traffic, social media engagement metrics, and digital marketing-related sales revenue. Pre- and post-training tests will assess knowledge gain and skill development. Participants' business performance will be tracked to analyze the initiative's sustainability and impact. Overall, the success of community service activities will be measured by the practical results achieved in empowering young entrepreneurs and improving their digital marketing skills.

RESULTS AND DISCUSSION

The community service initiative addresses the pressing need to equip young entrepreneurs with the necessary skills and knowledge to thrive in the digital age. This endeavor aims to empower students at SMA Perjuangan Terpadu to leverage digital marketing strategies effectively in their entrepreneurial pursuits. To achieve this goal, several key solutions have been proposed and implemented. Firstly, digital marketing training and workshops have been organized to delve into crucial aspects such as search engine optimization (SEO), content marketing, social media marketing, and analytics. These sessions serve as foundational pillars, providing participants with comprehensive insights into the intricacies of digital

marketing practices (DeMers, 2017). Moreover, mentorship programs and sharing sessions have been conducted, featuring successful entrepreneurs who have achieved remarkable feats through digital marketing. Their firsthand experiences and knowledge serve as invaluable resources, inspiring and guiding students toward adopting effective digital marketing strategies.



Picture 1: Digital Marketing Training and Workshops

Collaborations with digital marketing practitioners and agencies have been forged, offering students practical guidance and real-world experiences executing digital marketing campaigns. This partnership ensures that students receive hands-on training and mentorship from industry experts, fostering a deeper understanding of digital marketing dynamics. One of the highlights of this initiative is the opportunity provided to students to create and manage real digital marketing campaigns under the guidance of mentors and practitioners. This hands-on approach not only enhances their practical skills but also instills confidence in their ability to navigate the complexities of digital marketing. Furthermore, students conduct case studies of successful businesses that have thrived through digital marketing strategies, enabling them to analyze the key factors contributing to their success. By dissecting these case studies, students gain invaluable insights into the strategies and tactics that yield positive outcomes in the digital landscape.



Picture 2: SEO, Content Marketing, Social Media Marketing, and Analytics

Additionally, forming a student entrepreneurial community fosters a collaborative environment conducive to knowledge sharing and collaboration. This community serves as a platform for students to engage in meaningful discussions, share experiences, and collaborate on entrepreneurial endeavors, enriching their learning journey. By implementing these solutions, the initiative aims to equip young entrepreneurs with the requisite skills and knowledge to leverage digital marketing strategies effectively. The ultimate goal is to empower students at SMA Perjuangan Terpadu to succeed in their entrepreneurial ventures by harnessing the power of digital marketing. Through these concerted efforts, it is anticipated that students will emerge as adept digital marketers poised to make meaningful contributions to the entrepreneurial landscape.

CONCLUSION

In conclusion, the research methodology outlined for empowering young Gen Z entrepreneurs through digital marketing strategy training at SMA Perjuangan Terpadu aims to address the identified challenges these budding business owners face and equip them with the necessary skills and knowledge to succeed in the digital landscape. By employing a systematic approach that includes problem identification and analysis, workshop-based training modules, ongoing assistance and consultation, monitoring and evaluation mechanisms, and robust reporting and dissemination strategies, the program endeavors to create a sustainable framework for fostering youth entrepreneurship and digital marketing proficiency. Through active engagement and collaboration with community partners, periodic consultation sessions, and the creating of teaching materials and case studies, the initiative seeks to empower young entrepreneurs to leverage digital platforms effectively, enhancing their market presence and competitiveness. Moreover, by fostering the formation of a digital marketing community and forging strategic partnerships with relevant stakeholders, the program aims to ensure long-term sustainability and continued support for the growth and development of young entrepreneurs in the digital age. These proactive measures are poised to make a meaningful impact in nurturing the entrepreneurial spirit and

fostering economic empowerment among the younger generation, laying the foundation for a brighter and more prosperous future.

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