

## Digital Marketing Business For Students Of SMA Negeri 4 Bogor City

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### Abstract .

*Goals in the training program This is students of SMAN 4 Bogor have knowledge , expertise and understanding in a way practical in the world of Digital Marketing, especially marketplaces and for to the front Can become a successful digital marketing entrepreneur . As for the materials in activity training This including an introduction to Digital Marketing and marketplaces as well as steps do research products in the world of Digital Marketing. Based on results observations and interviews conducted PKM team to power the teacher at SMAN 4 Bogor is them ( energy teacher ) wants students at SMAN 4 Bogor to also understand and understand will rapidly development technology , especially Digital Marketing. After they understand digital marketing expected they can become entrepreneur / entrepreneur in Digital Marketing. Therefore That held activity Devotion To the Community by Faculty Lecturers Knowledge Computer Institute Business and Informatics Kosgoro 1957 about Training Digital Marketing Business for SMAN 4 Bogor Students . Devotion method to public consists from exposure materials and training about practice about make account at one of the market places in Indonesia. The success of this program showed with liveliness all participants and enthusiastic participant do discussion and results questionnaire satisfaction show amounting to 53.3% of participants satisfied with exists training This Because can increase understanding as well as ability practical student about Digital Marketing.*

**Keywords:** Business , digital marketing, marketplace, training and students.

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### I. INTRODUCTION

SMA Negeri 4 Bogor was born on July 1 1981 with a Decree Minister Education and culture Number 0219/0/1981 dated 14 July 1981. At its inception , SMA Negeri 4 was based in SMA Negeri 3 starting 1981-1982 which was located at Jalan Pakuan No. 4, Subdistrict Baranangsiang , East Bogor District , Bogor City , while SMA Negeri 5 is based in SMP Negeri 6 Gang Moringa . In 1982 SMA Negeri 4 received allotment land school is located in the South Bogor area , while SMA Negeri 5 gets land schools in the West Bogor area . Now , SMA Negeri 4 Bogor has experience very progress rapidly , p This has proven with various achievements that have been made carved .Tokopedia, Shopee, Tik Tok Shop, Lazada, Blibli are part of the digital business that follows technological developments, innovations that are made to bring many benefits and offer many conveniences. The existence of internet marketing also brings several advantages, including: providing the opportunity for their products/services to be known throughout the world, customers have the opportunity to decide what they want, where, and whenever, increasing the company's ability to identify product changes and customer trends and to testing the value of new suggestions or responses [1]. After all , the internet delivers different environments and approaches for marketing international . Paradigm new marketing international possibility developed For explain shift marketing national to direction electronic . In an attempt spur development and growth perpetrator business small or MSMEs, required something method or method certain For increase sale they .

One of efforts made is utilizing existing digital media develop fast its implementation online by many perpetrator business [2] .The existence of e-commerce is impact from developments in the internet and technology information . E-commerce is form integrated online commerce with technology information through intermediary internet. Marketplace own draft like a traditional market only just that market virtual form . The role of the marketplace owner is bring together sellers and buyers on their website . There is a number of type online business that can become alternative business , including online shops, e-commerce and marketplaces. All three own the advantages and disadvantages of each [3] . Online shop is a sales medium buy online using social media as a sales medium . E-commerce is website which sell the product alone or not There is offer price or Can said No There is communication

between seller and buyer . Meanwhile, the market place is a website that provides online place for perpetrators business sell the product on the website , perpetrator business only need give information product just [4] . The internet has bringing the media to global audience . Its interactive nature in a way fast response is quality from the unique medium of the internet .Digital marketing is activity promotion and market search through digital media online with utilise various means for example networking social .

Virtual world now not Again only capable connecting people with devices , but also people with other people across corners of the world [5] . Typical digital marketing consists from marketing interactive and integrated makes it easier interaction between producers , market intermediaries , and candidates consumer . In one On the other hand , digital marketing makes it easier businessman monitor and provide all needs and desires candidate consumers , on the other hand candidates Consumers can too seek and obtain information product only with method explore the virtual world so makes the search process easier . Buyer now the more independent in make decision purchase based on results the search . Digital marketing can reach all over society everywhere they is at without There is Again limitation geographical or time [6] .This digital media training was carried out on students of SMAN 4 Bogor apart from give knowledge for open opportunity to the students in create opportunity entrepreneurship so that can become entrepreneurs young . Training this also delivers knowledge to students that technology information own lots very possible benefits used in more things nature positive .

**II. RESULTS AND DISCUSSION**

**2.1 Place and Time of Implementation**

Activity Devotion To this Community held by Lecturers and Students Faculty Knowledge Computer Institute Business and Informatics Kosgoro . Activity This held on Monday 20 May 2024 at the SMAN 4 Bogor School Building Auditorium located on Jl. Dreded No.36, Empang , Kec . Bogor Sel., Bogor City, West Java 16132.

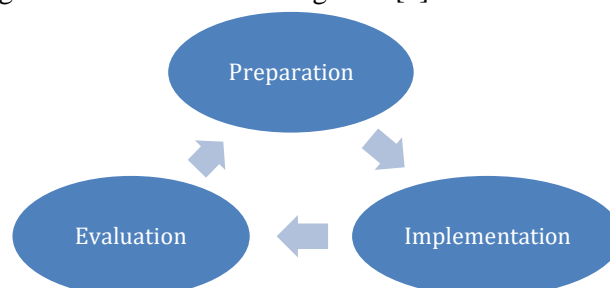


**Fig 1.** SMAN 4 Bogor building

Activity devotion to this Community besides taking place offline . Attendees totaling 42 people including students class I and II at SMAN4 Bogor, lecturers, students and school teachers .

**2.2 Implementation Method**

The steps taken are : in Devotion To this Community includes 3 stages that is stage preparation , stage implementation and stages evaluation shown in Figure 2 [7] .



**Fig 2.** Devotion Method To the Community

Explanation from stages installation of the program as following :

**a. Preparation phase**

The preparation stage for community service involves several important steps that need to be prepared before implementing the service program. The first stage is problem identification which is carried out to identify problems or needs that exist in society [8] . This was done through surveys, interviews with the Principal of SMAN 4 Bogor to understand the problems to be solved or the needs to be met. Next, determining goals is setting clear and specific goals for the service program, namely providing training to students at SMAN 4 Bogor. After that, the team made a PKM proposal and planned PKM implementation. This stage involves detailed planning regarding the implementation of the service program which is carried out offline *in* the SMAN 4 Bogor school auditorium including allocation of tasks, division of roles by the IBI Kosgoro 1957 lecturer and student team, and scheduling of activities to be carried out on May 20 2024.

**b. Implementation Stage**

The implementation stages in community service are the steps taken to implement the service program after the preparation stage is complete [9] . The first stage carried out was the implementation of activities that had been planned in the preparation stage, namely holding digital marketing business training for SMAN 4 Bogor students which was carried out offline in the SMAN 4 Bogor auditorium building. Next was organizing the PKM team involving assigning tasks to team members, dividing roles. and responsibilities include presenting material divided into 2 topics, namely an introduction to Digital Marketing and Marketplace as well as good coordination between the team to ensure the smooth implementation of activities. Implementation of community service involves direct interaction with training participants, namely students at SMAN 4 Bogor, by conducting discussions and questions and answers. The final stage of implementation is documentation and reporting of the results of PKM activities. This stage is important because it documents the implementation process, achievements, results and lessons learned.

**c. Evaluation Stage**

The evaluation stages in community service are the steps taken after implementing the service program to evaluate the success, impact and effectiveness of the program. The first stage of evaluation is to determine the evaluation indicators that will be used to measure the success of the program, including the number of participants involved and the increase in students' knowledge or skills [10] . Data can be collected by distributing the questionnaire link *online* via *Google Form* . The purpose of this questionnaire is to determine students' responses to the training that has been completed. After the data is collected, the next stage is to analyze the data that has been collected. Based on data analysis, the results showed that 53.3% of participants were satisfied with this training. The evaluation results are used to provide feedback to the service team and other related parties.

## **2.3 Discussion**

### **2.3.1 Understanding Digital Marketing**

Digital marketing is a marketing strategy that uses digital technology and internet media for promote product or services , as well For reach out and interact with consumer . A number of component main from digital marketing include :

- Social media ( like Facebook, Instagram, Twitter, LinkedIn, etc ) - used For build brand awareness and engagement with customer .
- Marketing content (content marketing) - creating and distributing useful , relevant and interesting content for the target audience .
- Online advertising ( such as PPC, display ads, video ads) - for reach appropriate and encouraging audience desired action (conversion) .
- Marketing mobile (mobile marketing) - take advantage of device mobile For interact with consumers anywhere and anytime .

### **2.3.1 Definition Digital Marketing Business**

Digital marketing business is a business model that utilizes digital technology and the internet for do activity marketing and sales product or service . A number of characteristics from Digital marketing businesses include online based, utilization of digital data and global scale.

### 2.3.2 Digital Marketing Training Materials

As for the materials training provided at the training between other :

Material I. Introduction to Digital Marketing in general

Material II. Introduction to Market Places in the world and especially in Indonesia

Material III. How conducting Product Research in the world of Digital Marketing

Material IV. Know Deeper into one of the market places in Indonesia

- Part 1. How to Create an Account on Market Place
- Part 2. How to Create an Online Store on Market Place
- Part 3. Understanding and Understanding the rules in the Market Place
- Part 4. How to Take Advantage features in the Market Place
- Part 5. How to Maximize features in Market Place

### 2.3.3 Documentation Activity

In section This explain about results activity devotion to entitled society Training Digital Marketing Business For SMAN 4 Bogor students reviewed from achievement aims , benefits and targets . As for the discussion between other :

#### 1. Results are reviewed from goal achievement

The results obtained are realizing service and helping SMAN 4 Bogor students have the skills and ability to do digital business. Presenter currently give material training to students of SMAN 4 Bogor regarding introduction Digital Marketing and Marketplace theory in Indonesia is shown in Figure 3.



Fig 3. Opening Activity Devotion To the Community and Presentation of Material I

#### 2. Results are reviewed from benefits

By carrying out this community service activity, students of SMAN 4 Bogor can gain practical knowledge about how to do research products in the world of Digital Marketing are shown in Figure 4.



Fig 4. Presentation of Material II regarding Product Research in Digital Marketing

#### 3. Results are reviewed from the target

In implementing this PKM, the target achieved by the students of SMAN 4 Bogor is that with this training students can have basic knowledge about the steps to build a market place, including how to make account on the market place, how to make online shop in the market place, understand and understand the rules that exist in the market place, how utilise features on the market place, how to maximizing the features in the market place are shown in Figure 5.



**Fig 5.** Presentation of Material III regarding steps build a market place

#### 2.4 Evaluation Questionnaire

At the end activity training , participants get questionnaire evaluation activity training This covers ten questions completed by 39 participants in accordance table following

**Table 1.** Evaluation PKM Questionnaire

No	Question	SS	S	N	T.S	STS	Total
1	Organized material with nice and easy understandable	42.9%	54.8%	2.4%	0%	0%	100%
2	The material is very relevant and appropriate with my one expect	52.4%	45.2%	2.4%	0%	0%	100%
3	The material is ready sufficient for I For capable know technology and methods use it	38.1%	57.1%	4.8%	0%	0%	100%
4	this material makes it easier I For start digital business	40.5%	50%	9.5%	0%	0%	100%
5	The presenter really understands material presented	69%	31%	0%	0%	0%	100%
6	Allocation time delivery material sufficient	21.4%	54.8%	19%	4.8%	0%	100%
7	Presenter present fill material with OK , easy understood and implemented	38.1%	61.9%	0%	0%	0%	100%
8	Allocation time For discussion sufficient For add knowledge I	31%	61.9%	7.1%	0%	0%	100%
9	Presenter give answer question participant with Good	40.5%	59.5%	0%	0%	0%	100%
10	By whole discussion or ask answer has help increase understanding I	40.5%	57.1%	2.4%	0%	0%	100%
	Average	41.44%	53.33%	4.76%	0.00%	100%	41.44%

Table 1 is table results evaluation training . By overall , respondents give positive assessment to material and delivery training provided . This matter seen from percentage respondents who chose "Strongly Agree " (SS) and " Agree " (S) were moderate high , that is reach more from 90% for every question .

1. The points that were assessed most positively by respondents is :
  - The presenter really understands material presented (100% of respondents choose SS and S)
  - Presenter present fill material with OK , easy understood and implemented (100% of respondents choose SS and S)
  - The material is very relevant and appropriate with expectations (97.6% of respondents choose SS and S)
2. The points are still there need improved is :
  - Allocation time delivery material (76.2% of respondents choose SS and S)
  - Allocation time For discussion (92.9% of respondents choose SS and S)

### III. CONCLUSION

Size success obtained from amount participants who took part training and surveys about satisfaction they to training This . The results obtained in training This in a way overall , average percentage respondents who chose "Strongly Agree " were 41.44%, " Agree " 53.33%, " Neutral " 4.76%, and neither There is respondents who chose " Disagree " or "Strongly Disagree " . In conclusion , the training and materials provided assessed very positively by respondents , especially in matter relevance material , understanding speaker , and delivery material . However , allocation time For delivery material and discussion Still need reviewed For can more optimal.

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