Self-Introduction Training Through Digital Marketing For Entrepreneurial Interest Development Among SMA Methodis Lubuk Pakam Students

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Abstract.

This training program titled "Self-Introduction through Digital Marketing for Entrepreneurial Interest Development Among SMA Methodis Lubuk Pakam Students" aims to equip high school students with essential digital marketing skills to foster entrepreneurial interest. In today's digital era, understanding how to effectively use digital platforms for personal branding and marketing is crucial for young individuals aspiring to start their own businesses. This training covered foundational aspects of digital marketing, including social media management, content creation, and the utilization of digital platforms for entrepreneurship. Participants learned how to build a personal brand, create engaging content, and use e-commerce platforms and social media to promote business ideas. The training not only provided practical knowledge but also boosted the students' confidence in pursuing entrepreneurship in a digitalized world. The outcomes of the training showed an increase in participants' digital literacy, creativity, and entrepreneurial mindset, preparing them to explore future business opportunities effectively.

Keywords: Digital Marketing; Entrepreneurial Interest; Personal Branding, Content Creation and E-commerce.

I. INTRODUCTION

In the rapidly growing digital era, technology has opened numerous opportunities for the younger generation, one of which is in the field of entrepreneurship. Digital skills have become crucial, not only for building personal image but also for developing and marketing business ideas [1]. One effective way to introduce and develop these skills is through digital marketing training, which aims to help students utilize digital technology to develop their entrepreneurial interests. This becomes even more relevant in Indonesia, where the digital world is growing rapidly, and many young people are shifting towards entrepreneurship as an alternative to working in the formal sector [2].The phenomenon of entrepreneurial interest among high school students in Indonesia shows a positive trend [2], [3]. Research conducted by various research institutions reveals that an increasing number of young people are interested in starting their own businesses. Entrepreneurial education programs in schools are also being promoted more extensively, with the hope of fostering confidence and skills in managing businesses from an early age [4]. This is driven by the awareness of the importance of economic independence and the ability to create job opportunities, especially in the face of economic challenges such as the current situation [3].

However, despite the rising interest in entrepreneurship, many high school students still lack sufficient understanding of the strategies and tools that can be used to develop their businesses, particularly in marketing [5]. This is where digital marketing plays a crucial role. Through digital marketing, students can learn how to build and manage their personal brand online, as well as market their products or services more efficiently and with a wider reach [6].Given the importance of these skills, the training of self-introduction through digital marketing for high school students becomes an effective solution. This training not only provides basic knowledge of how to optimize social media and other digital platforms but also helps students understand the importance of building a strong personal brand. By leveraging technology, students can develop their entrepreneurial interests and start growing potential businesses, thus preparing them to face the challenges of the workforce and entrepreneurship in the future [7].

II. METHODS

Digital marketing training methods for high school students can include a mix of theoretical instruction and practical application, alongside the use of relevant digital platforms for an engaging and enjoyable learning experience [8], incorporating various methods such as:

Introduction to Digital Marketing Basics

Participants will be introduced to the fundamental concepts of digital marketing, including digital platforms such as social media, websites, and other marketing applications [9]. They will learn how to use social media for personal branding and product marketing purposes.

Personal Branding Strategies

Through this training, students will learn the importance of self-awareness in creating an authentic and professional image in the digital world. Students will be guided on how to create attractive social media profiles that reflect their character [10].

Content Creation Training

Students will learn how to create engaging and relevant content for their audience, whether in the form of text, images, or videos. They will also be taught basic graphic design techniques using easy-to-use applications [11].

Utilizing Digital Platforms for Entrepreneurship

In this session, students will learn how to use digital platforms to market their products or business ideas. This material covers the basics of creating an e-commerce website, managing business accounts on social media, and digital advertising techniques [12].

III. RESULT AND DISCUSSION

The training on "Pengenalan Diri melalui Digital Marketing untuk Minat Kewirausahaan" aimed at equipping high school students with foundational digital marketing skills to develop their entrepreneurial interests. The implementation of the training was met with enthusiasm from participants, as it provided a unique opportunity to learn not only about digital marketing but also about the power of personal branding in a highly digitalized world.

Results of the Training

The training program was conducted over two days and covered several key areas: the basics of digital marketing, personal branding, content creation, and the use of digital platforms for entrepreneurship. Upon completion, all participants showed a significant increase in their understanding of digital marketing concepts and demonstrated improved practical skills, as evidenced by their ability to create social media profiles that reflect their personal brand and business ideas.

Digital Marketing Understanding

Participants were able to grasp the fundamental principles of digital marketing, particularly in utilizing social media and websites for brand promotion. Before the training, many students were unaware of how to effectively use social media for professional purposes. However, by the end of the training, students demonstrated the ability to apply digital marketing strategies such as targeted messaging and content creation tailored to specific audiences.

Personal Branding Skills

The session on personal branding had a significant impact. Students understood the importance of self-awareness in shaping their digital presence. They were able to create social media profiles that aligned with their personal and professional values. The exercise of building a personal brand on social media led to greater confidence among students in representing themselves authentically.

Content Creation

A key outcome of the training was the development of content creation skills. Students were introduced to basic graphic design tools and video editing apps, which enabled them to create engaging content that could promote their business ideas. This hands-on experience not only enhanced their technical skills but also boosted their creativity in presenting their ideas to a wider audience.

Utilizing Digital Platforms for Entrepreneurship

In terms of entrepreneurship, students learned how to create simple e-commerce websites and manage their business accounts on social media. The ability to promote products or business ideas through digital advertising was another significant takeaway. Students showed interest in creating their own online businesses using the knowledge gained from the training.

Fig 1. Activity Training for Student SMA Methodist Lubuk Pakam

Discussion

The results of the training indicate a clear improvement in the students' understanding and application of digital marketing concepts. This reinforces the importance of integrating digital literacy and entrepreneurship education into school curricula. According to research, exposure to entrepreneurial education not only fosters business skills but also enhances students' problem-solving capabilities and self-confidence. The training facilitated these outcomes by encouraging students to apply theoretical knowledge to real-world contexts, thus making learning more meaningful and relevant [13].Personal branding, an often-overlooked aspect of entrepreneurship, was another significant focus of the training. The increasing use of social media platforms by young people makes personal branding an essential tool for career development and business success.

By teaching students to build authentic and professional digital identities, the training helped them realize the potential of social media as a business tool, rather than just a platform for socializing. Additionally, the content creation module proved to be effective in increasing students' technical skills. As digital platforms become more visually driven, having the ability to create high-quality and engaging content is critical for any entrepreneur. This hands-on approach not only introduced the basics of graphic design but also encouraged creativity in conveying messages that resonate with the target audience.The use of digital platforms for entrepreneurship was another area that saw positive results. Many students expressed interest in launching their own ventures, such as online stores or social media-based services, after learning about e-commerce platforms and digital advertising. This enthusiasm aligns with the growing trend of online entrepreneurship, particularly in Indonesia, where the digital economy has seen rapid growth.

IV.   CONCLUSION

The training on "Pengenalan Diri melalui Digital Marketing untuk Minat Kewirausahaan" for high school students has proven to be a valuable initiative in fostering the entrepreneurial mindset and digital literacy of young individuals. Over the course of two days, students gained essential skills in digital marketing, personal branding, content creation, and using digital platforms for entrepreneurship. The hands-on, interactive approach of the training enabled students to directly apply the knowledge they acquired, demonstrating significant improvements in their ability to use social media and digital tools for professional purposes.The key outcomes of this training included enhanced understanding of how to build an authentic online presence, create engaging content, and promote business ideas using digital platforms [14]. Students not only learned about digital marketing strategies but also felt more confident in their potential to become entrepreneurs in the digital age.

The integration of these practical skills with the concept of personal branding has further empowered students to take the first steps toward launching their own business ventures or pursuing entrepreneurial opportunities.Overall, this training has highlighted the importance of digital skills in shaping the future of entrepreneurship, especially in the context of a rapidly evolving digital landscape [15]. It is essential for educational institutions to continue integrating digital marketing and entrepreneurship into their curricula, as these skills are crucial for preparing students to succeed in an increasingly digital and entrepreneurial world. With the right knowledge and tools, students are now better equipped to navigate the challenges and opportunities of the modern business environment, paving the way for a new generation of digitally savvy entrepreneurs.

V. ACKNOWLEDGMENTS

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