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The Importance of Digital Marketing to Employees at Yayasan Mentari

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ABSTRACT (10PT)

Digital marketing is very important nowadays. It is going to be used for every sector of marketing tools. People from different parts of the world will know your companies or products without any boundaries. Some of the problems that suppliers have are taking part in the digital marketing, They do not know the way to market the services nowadays. Digital generation would likely to have more tendency to use digital tools not only in marketing but also other part of life. Digital marketing is also needed in Yayasan Mentari Bangsa which runs business in education. With the workshop of "The Importance of Digital Marketing to Employees at Yayasan Mentari Bangsa, it is expected that employees at Yayasan Mentari Bangsa will understand and implement the digital marketing to their working environment. The seminar has been held online with the participants 30 people. Participants can ask questions online and instructor gave instructions to the participants in clear understanding of the digital marketing method. With this workshop, employees at Yayasan Mentari Bangsa are expected to implement digital marketing to every sector that supports their development. Digital marketing in companies is related closely with digital generation as marketing tools in supporting marketing campaigns.

INTRODUCTION

In this era, mostly all the businesses have done digital marketing in the promotion area of their products or services related to their companies. But not all generations know how to handle digital marketing in their businesses. This seminar as community services need to be done and implemented in the company with the purpose to get acknowledgment about digital marketing to the participants. The participants are the employees of Yayasan Mentari Bangsa where the business is in education from kindergarten until senior high school. The participants mostly include all the staffs and teachers in Yayasan Mentari Bangsa. Digital marketing is a strategy of promoting products or services using digital technology such as the internet, social media, search engines, email, and mobile devices (Firliana, 2023). The history of digital marketing can be traced back to the early days of the internet when companies began to realize the potential of using websites to reach a wider audience. Digital marketing according to experts is the use of digital technology and devices supported by internet connections to achieve marketing targets (Faradilla, 2023). So, the definition of digital marketing can be concluded as a marketing activity that involves the use of digital networks and technologies to achieve certain marketing goals.

The main factor that supports the success of a digital marketing strategy is the large number of Internet users around the world as we have explained above. Almost everyone nowadays also prefers to make transactions online, especially since the COVID-19 pandemic. In terms of technology and efficiency, there are also several reasons that make it a marketing method that you must try if you are starting out or already have a business. The importance of the digital marketing are included the right target to the customers, the evaluation of the marketing strategy will be based on data. Digital marketing also can reach broader market compared to traditional marketing, the cost will be cheaper compared to traditional marketing. There are several digital

marketing strategies that you can do to market products through digital media. From the above explanation, the media used for digital marketing includes communication channels that we actually encounter almost every day, both through the Internet and telephone networks. Digital marketing has several strategies, depending on the media used (Hubner et al., 2021; Juliana et al., 2020; Juliana et al., 2021; Juliana et al., 2020; Pramono et al., 2019; Prasojo, 2020; Putri et al., 2022; Rudyanto, 2018; Sitorus et al., 2021; Thalib, 2022).

The number of digital marketing used by companies, proves that this has many advantages and benefits that can be obtained includes : Speed of Deployment where marketing strategies using digital media can be done very quickly, even in seconds Digital marketing can also be measured in realtime and precisely . In the ease of evaluation, by using online media, the results of marketing activities can be immediately known. Information such as how long your product was watched, how many people viewed your product, what percentage of sales conversions from each ad and so on (Machado, 2016)

To start marketing using digital media, there are several things you need to prepare several things. You need to prepare the tools used to do its marketing. Some tools that can be used in digital marketing such as: websites, social media accounts, brand and product identity, blog uploads, online traces (reviews, feedback from customers, and others). In the world of digital marketing, this tool is an asset to you, so take good care of it. It is also used to prepare the content and need attention-grabbing and shareable content. Content can be photos, videos, writing or something else. You should also define marketing goals and target markets tailored to the content. You can start uploading and then evaluate each upload on each social media you have, determine which ones provide feedback and focus on a few assets that provide good feedback for your business. The next step that can be done is to log in and join the public marketplace forum. Try to have a good business profile, because it will affect the brand image.

The growth of internet use has resulted in a decline in the distribution of traditional media, such as television, radio, newspapers, and magazines. This used to be an important marketing channel, because they offer a way for marketers to connect with audiences. The way people use their devices, such as laptops, mobile phones, or desktop computers, also affects marketing activities and campaigns. For example, if your target audience is Parents of young children and your research has found the fact that most of your customers using social media apps, such as Facebook, after their children go to bed, it will affect your scheduling . In this case, host a live Facebook event at 6 p.m., when most parents are Cooking dinner and preparing children for bed, will not be attended well and will not have the desired range. However, scheduling it for 8 p.m. would be much more successful. Maybe It also means that all parents are present, not just the primary caregiver. (Business, 2022).

METHOD

This workshop took place on 16 December 2023 with 30 participants. From the committee, there are 5 people who will help in this workshop. There are 1 person for instructor, 1 moderator., 2 documentation, 1 slider. The agenda for this workshop includes explanation, discussion and questions and answers for the topics of

- 1) Introduction of digital marketing
- 2) Importance of digital marketing.
- 3) Implementation of digital marketing
- 4) Instruments or tools and materials used in digital marketing.
- 5) Success of implementation of digital marketing
- 6) Conclusion of digital marketing.

Participants are encouraged to ask questions for the discussion on the topics above and they try to do simple digital marketing for themselves.

RESULTS AND DISCUSSION

This community services have been done well. It can be seen from the enthusiasm of participants in giving questions to the speaker. The topic discussion covered main discussion in digital marketing includes introduction digital marketing, importance of digital marketing, and the implementation of digital marketing. Participants are encouraged to use the instruments or tools and materials to support the successful of implementing digital marketing in working area. To be successful of digital marketing, participants need to implement in daily activities.

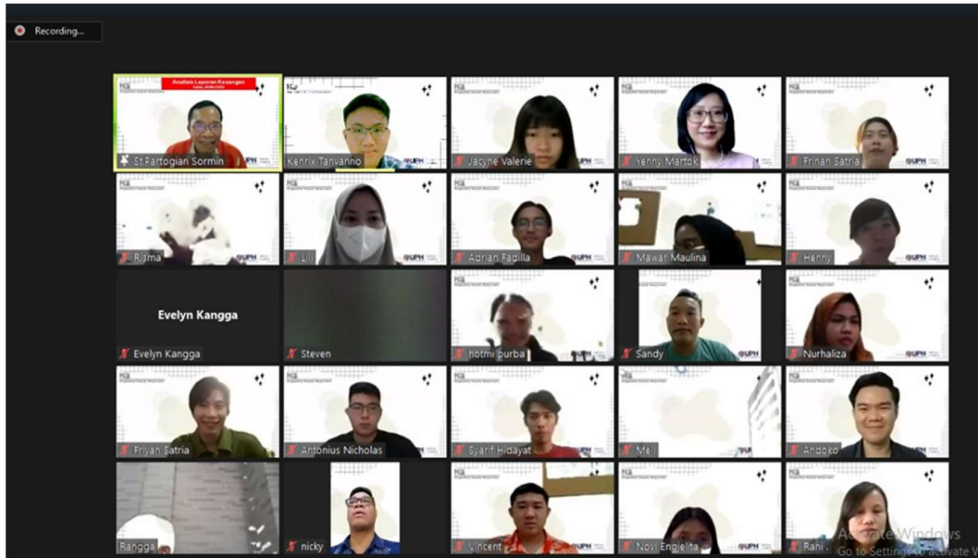


Fig. 1. Zoom meeting seminar

Above figure shows the participants of the seminar regarding “ The Importance of Digital Marketing to Employees at Yayasan Mentari Bangsa” and the enthusiasm of participants in discussions of the way of implementation.



Fig 2 Strategy of Digital Marketing

Above figure shows the participants of the seminar regarding “ The Importance of Digital Marketing to Employees at Yayasan Mentari Bangsa” and the enthusiasm of participants in discussions of the way of implementation.

The Importance of Digital Marketing to Employee at Yayasan Mentari Bangsa

By Dr. Errie Margery, SE., M.Si

Saturday, 16 December 2023

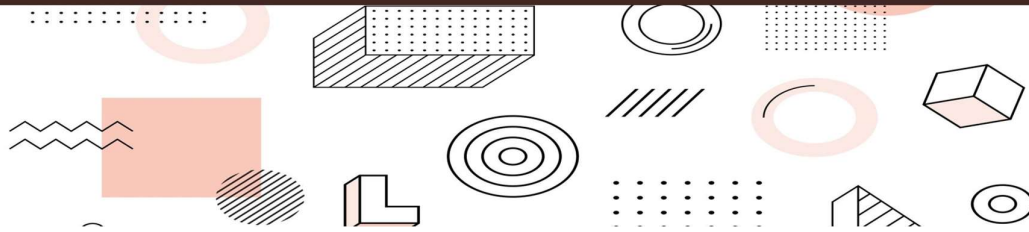


Fig. 3. Example of figure information

Above figure show the cover of importance of digital marketing to be implemented in the Yayasan Mentari Bangsa. Digital marketing is a marketing strategy that involves promoting products or services using digital technology. This type of marketing has become increasingly popular in recent years due to the rise of the internet and social media. With the interactive discussion of the participants, they can receive the materials well and implement in daily activities.

CONCLUSION

From the above explanation and after done the seminar with the title of “ The Importance of Digital Marketing to Employees at Yayasan Mentari Bangsa , it can be concluded that :

- 1) All employees understand the definition of digital marketing
- 2) All employees can briefly explain the importanc of the digital marketing
- 3) All employees can implement the digital marketing
- 4) The benefit from digital marketing also can be used to promote the company.

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