



Digital Marketing Upskilling Training for the Marketing Team at Universitas Respati Yogyakarta

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Abstract. In the digital era, higher education institutions in Indonesia face increasing competition in campus promotion due to rapid internet user growth. With 63 million internet users, 95% of whom access social networks, universities are vying for the attention of prospective students through digital advertising on websites, social media, and other digital content. This intense competition, influenced by globalization and the unique preferences of Gen Z and Gen Alpha students, necessitates that universities adapt their marketing strategies.

Universitas Respati Yogyakarta (UNRIYO) encountered challenges related to limited understanding and practical skills in digital marketing. This project addresses two main issues: insufficient comprehensive knowledge of digital marketing and inadequate practical abilities. To tackle these problems, the project provided a comprehensive digital marketing training and hands-on practice sessions.

The project involved developing and delivering a digital marketing training program, which included strategy development, empathetic marketing concepts, effective website design, social media marketing, and online advertising. A follow-up practical session was conducted to apply these strategies. The training was facilitated by experts and targeted the marketing team of UNRIYO.

The training and practice sessions led to a significant improvement in the marketing team's understanding and practical skills in digital marketing. Participants expressed high levels of engagement and benefited from enhanced knowledge and capabilities, enabling them to better strategize and execute their digital marketing efforts. This initiative has positioned UNRIYO to be more competitive in attracting prospective students and improving its overall marketing effectiveness.

Keywords: Digital Marketing Training, Higher Education Promotion, Social Media Strategy, Practical Marketing Skills

INTRODUCTION

In the digital era, campus promotion in Indonesia has become highly competitive due to the rapid growth of internet users. According to Kominfo (2024), Indonesia has 63 million internet users, with 95% accessing social networks[1]. This widespread use of social media has intensified the competition among universities to capture the attention of prospective students through digital advertisements on websites, social media, and other digital content. High engagement on platforms such as Facebook, Instagram, Twitter, and LinkedIn has become crucial, as universities strive to create compelling and relevant content and build strong communities online[2].

Globalization has further complicated this landscape by introducing competition not only from local institutions but also from international universities. This broader

competition drives universities to expand their promotional reach to attract international students and enhance campus diversity. The new generation of students, known as Gen Z and Gen Alpha, has unique expectations and preferences for education and campus experiences. Institutions must adapt their promotional strategies to meet these evolving demands[3].

The marketing world is rapidly evolving, especially with a significant shift toward digital marketing. The Marketing Team at Universitas Respati Yogyakarta (UNRIYO) needs to remain relevant and competitive in this changing environment. Prospective students, particularly younger generations, use the internet as their primary source of information and make decisions based on online interactions, reviews, and recommendations. Therefore, the Marketing Team at UNRIYO must understand these consumer behaviors and develop effective marketing strategies to engage with them.

However, the team at UNRIYO faces challenges in digital marketing. Despite efforts since the onset of the COVID-19 pandemic in 2022, their digital marketing activities have not fully met their targets. The team struggles with several issues, including a lack of comprehensive understanding of digital marketing, ineffective use of digital platforms, and insufficient practical skills. Specific problems include inadequate strategy development, empathetic marketing, effective website design, social media marketing, online advertising, and setting clear objectives and key performance indicators.

To address these issues, a two-pronged solution is proposed: (a) Training: To overcome the lack of comprehensive understanding, the Marketing Team will undergo training that covers designing digital marketing strategies, empathetic marketing concepts, effective website design, social media marketing, online advertising, and establishing objectives and key performance indicators. (b) Practical Assistance: To address the insufficient practical skills, hands-on support will be provided to help the team implement effective digital marketing practices, including strategy development, empathetic marketing, website design, social media strategies, and online advertising. This approach aims to enhance the team's knowledge and practical capabilities, enabling them to execute more effective digital marketing strategies and achieve their promotional goals.

METHODS

The methodology for the community service activities designed to address the issues faced by the Marketing Team at Universitas Respati Yogyakarta (UNRIYO) involves two main components: training and practical assistance. The steps for each component are outlined below:

a. Digital Marketing Training

To address the lack of comprehensive understanding of digital marketing, the following steps are planned:

1. Develop Training Materials: Comprehensive digital marketing training materials will be prepared using various sources such as:
 - The Book of Digital Marketing by Gunawan Cakti[4]
 - Manajemen Pemasaran; UMKM dan Digital Sosial Media by Miguna Astuti and Nurhafifah Matondang[5]
 - Teknik Berjualan dengan Digital Marketing by Rahman Sidiq[6]

2. Schedule Coordination: Coordinate with the partner to schedule the training sessions.
3. Conduct Training: Implement the training program based on the developed materials.
4. Evaluation: Evaluate the effectiveness of the training and gather feedback to ensure the objectives are met.

The expertise required for this training includes knowledge in digital marketing, communication, social media, and information technology. The training will be conducted by Warhi Pandapotan Rambe and Bagus Subekti Nuswantoro.

b. Practical Assistance and Digital Marketing Mentoring

To enhance practical skills in digital marketing, the following steps will be taken:

1. Develop Practical Guides: Create practical guides for digital marketing using various sources, including:
 - Digital Marketing pada Start Up dan UMKM: Praktik Melakukan Pemasaran Berbasis Digital Menuju UMKM Tangguh, Kompetitif dan Unggul di Era Revolusi Industri 4.0 by Ina Ratnasari[7]
 - Pengantar Digital Marketing and Modul Praktikum Manajemen Pemasaran Berbasis IT by Rusmanto Maryanto[8]
 - Buku Ajar Digital Marketing by Zunan Setiawan et al[9].
2. Schedule Coordination: Work with the partner to arrange practical mentoring sessions.
3. Conduct Practical Assistance and Mentoring: Implement hands-on digital marketing practices and provide guidance.
4. Evaluation: Assess the effectiveness of the practical assistance and mentoring, and make necessary adjustments.

The successful execution of this component requires expertise in information technology and marketing. The practical assistance will be provided by Andre Kussuma A and Tri Septa Nurhantoro.

These methodologies aim to equip the UNRIYO Marketing Team with both theoretical knowledge and practical skills necessary for effective digital marketing, ultimately improving their promotional strategies and performance.

RESULTS AND DISCUSSION

The community service activities (Abdimas) were designed to address two primary issues faced by the partner institution, Universitas Respati Yogyakarta (UNRIYO): (a) a lack of comprehensive understanding of digital marketing and (b) insufficient practical skills in digital marketing. To address these issues, the Abdimas program provided digital marketing training and practical assistance.

The training and practical mentoring were executed as follows:

1. Preparation Phase (May 1 - 15, 2024)

- a. **Initial Meeting:** The Abdimas team held an initial meeting with the Head of the Admission and Marketing Unit, Ibu Dian Rhesa Rahmayanti, S.Sos, M.I.Kom. This meeting focused on discussing the community service plan and outlining the objectives and activities.

- b. **Selection of Speakers:** The next step involved selecting a speaker for the digital marketing training. Mr. Marzcumi Rumambay from Labiru Media Digital Marketing Agency was chosen as the key expert.
- c. **Development of Training Materials:** The Abdimas team collaborated with Ibu Dian Rhesa and Mr. Marzcumi Rumambay to prepare comprehensive training materials on digital marketing. These materials were finalized and ready for delivery during the training session.

2. Implementation Phase (May 21, 2024)

The training session was conducted on May 21, 2024, at Room B.102, Campus 2 of Universitas Respati Yogyakarta. The training took place from 08:00 to 12:00 WIB and was attended by the UNRIYO Marketing Team.

The session included:

- a. **Training:** Delivered by Mr. Marzcumi Rumambay and Ibu Dian Rhesa Rahmayanti, covering topics such as designing digital marketing strategies, creating empathetic marketing concepts, and establishing key performance indicators for digital marketing success.



Figure 1, Participants in Community Service Activities Figure 2, Delivery of Community Service Material

- b. **Practical Assistance:** Participants practiced digital marketing techniques, specifically using Instagram, under the guidance of Andre Kussuma A, Tri Septa Nurhantoro, Warhi Pandapotan Rambe, and Bagus Subekti N.

3. Reporting Phase (May - August 2024)

- a. **Evaluation and Analysis:** The results of the Abdimas activities are currently under review and analysis.
- b. **Media Publication:** Drafts for media publication are being prepared.
- c. **Scientific Publication:** Drafts for academic publication are also being developed.

The community service (Abdimas) activities have been executed according to plan, achieving a completion rate of 100%. The preparation phase included coordinating with UNRIYO's Admission and Marketing Unit, selecting an expert speaker, and finalizing training materials. The training on May 21, 2024, involved providing comprehensive digital marketing knowledge and practical skills to the participants. The training was well-received, and the enthusiasm of the participants was evident.

Overall, the training has resulted in improved understanding and practical skills in digital marketing among the UNRIYO Marketing Team. The feedback indicates that the training was effective in addressing both the comprehension and practical application challenges faced by the team.

CONCLUSIONS

The community service (Abdimas) initiative at Universitas Respati Yogyakarta (UNRIYO) successfully addressed the two primary challenges identified: a lack of comprehensive understanding of digital marketing and insufficient practical skills in digital marketing. The activities were executed in two main phases:

1. **Training:** A detailed digital marketing training session was conducted on May 21, 2024. The training covered crucial topics such as designing digital marketing strategies, creating empathetic marketing concepts, and establishing key performance indicators. The session was led by Mr. Marzcumi Rumambay and Ibu Dian Rhesa Rahmayanti, with active participation from the UNRIYO Marketing Team.
2. **Practical Assistance:** Following the training, participants engaged in hands-on practice using digital marketing tools, particularly on Instagram. This practical phase, facilitated by Andre Kussuma A, Tri Septa Nurhantoro, Warhi Pandapotan Rambe, and Bagus Subekti N, allowed participants to apply their newly acquired knowledge in real-world scenarios.

The activities were completed as scheduled, and the training has led to a notable improvement in both understanding and practical application of digital marketing among the UNRIYO Marketing Team. The enthusiasm and engagement of the participants highlighted the effectiveness of the program in enhancing their digital marketing capabilities.

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Special thanks are also due to the UNRIYO Marketing Team for their active participation and commitment to improving their digital marketing skills. Their enthusiasm and dedication have greatly contributed to the success of this program.

We look forward to seeing the positive impact of this training on UNRIYO's digital marketing efforts and are hopeful that the skills and knowledge gained will significantly enhance their marketing strategies in the future

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