

DIGITAL MARKETING TRAINING AND MENTORING IN ENTREPRENEURSHIP FOR TEENAGERS OF THE PIK-R GENRE IN SURAKARTA'S TYPE VILLAGE

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Digital Marketing, Entrepreneurship, Life Skills, Competitiveness Many opportunities in digital business have not been maximized by young people, which is due to various reasons, including the lack of understanding of business actors regarding information technology, creativity and business innovation, as well as management in digital business and strategy. Through digital marketing training, young people are expected to be able to open business opportunities independently and sustainably, namely by entrepreneurs. Digital marketing is an important tool used by various sectors, including micro, small, and medium enterprises (MSMEs), to expand market reach and increase competitiveness. Increasing digital marketing literacy is also the task of the university as a form of community service in order to foster interest in entrepreneurship by collaborating with the DP3AP2KB Office of Surakarta City through the GenRe (Generation Planned) Forum. In accordance with the purpose of GenRe (Generation Planned), which is to serve as a forum for accelerating action to create productive youth by instilling life skills. PIK-R Tipes Village, Serengan District, Surakarta City, as a forum for youth at the village level, has 50 active youth members aged between 15-25 years. The youth of PIK-R Tipes Village are considered active and have an interest in entrepreneurship. The Creative Economy (Ekraf) program at PIK-R Tipes Village includes herbal medicine (jamu), wedang uwuh (a traditional drink), and fish and vegetable cultivation, among other products. Therefore, digital marketing is needed to increase the product's awareness and sales turnover.

INTRODUCTION

Situation Analysis. The world has entered an industrial revolution marked by an increasingly widespread and open flow of information. Many previously undefined activities and jobs have emerged and become innovations, but on the other hand, many jobs have become obsolete and have been replaced by new technological innovations and developments. The industrial revolution has seen rapid changes in various human activities, marked by the growth of industries based on electronics, automation, information technology, digital technology, and the internet (Widyastuti et al., 2023).

Currently, job opportunities are decreasing, while the number of job seekers continues to increase every year, among both high school and university graduates. The large number of graduates is one of the challenges faced because there will be competition in entering the workforce. Not all of them will become employees, but they are also expected to create their own jobs. Therefore, youth need training and mentoring to foster an entrepreneurial spirit by utilizing information technology with the aim of reducing unemployment.

Creating jobs by starting a business is a promising opportunity as long as it is pursued properly and not given up on. A survey by the Indonesian Internet Service Providers Association





(APJII) recorded that internet penetration in Indonesia had reached 78.19 percent in 2023, reaching 215,626,156 people out of a total population of 275,773,901. This increase in penetration is still driven by internet use, which is increasingly becoming a public necessity (https://apjii.or.id/berita/d/survei-apjii-pengguna-internet-di-indonesia-tembus-215-juta-orang, 2023). A 2024 report from We Are Social and Meltwater found that 59 percent of Indonesian internet users enjoy online shopping. This figure is the ninth highest in the world, on par with India. Of that number, 56.2 percent of internet users in Indonesia shop online via mobile phones. Meanwhile, only 43.8 percent of internet users in Indonesia shop online using media other than mobile phones (id.techinasia.com/indonesia-hobi-belanja-online, 2024).

The survey results provide information that entrepreneurs have the opportunity to start their businesses. Entrepreneurship plays a crucial role in creating new jobs, thus boosting the national economy. The numerous opportunities in digital business remain largely untapped by young people, due to various reasons, including a lack of understanding of information technology, business creativity and innovation, and digital business management and strategy. Many young people still lack these skills, even those who understand information technology but are unable to take concrete action due to a lack of entrepreneurial intention and interest (Amalia et al., 2024). Knowledge in identifying business opportunities is crucial for young entrepreneurs with limited entrepreneurial knowledge and experience (Sari et al., 2020).

Adolescence is an ideal time to acquire entrepreneurial knowledge and skills. Through digital marketing training, it is hoped that young people will be able to independently and sustainably explore business opportunities through entrepreneurship. This, in turn, will increase entrepreneurial intentions among young people through digital marketing (Munarsih, Akbar, and Ivantan 2020). Wijaya & Sari (2022) explain that digital marketing is a term for marketing products or services using digital technology, the internet, and social media. Digital marketing faces intense competition, ranging from local, national and international products. This is evident in the rapid growth of social media applications, marketplaces, and advertising sites, creating significant potential for supporting the growth of digital businesses.

Digital marketing has become a crucial tool used by various sectors, including micro, small, and medium enterprises (MSMEs), to expand market reach and increase competitiveness. Digital marketing is beginning to be adopted by the public as an effort to foster creativity and innovation to support business productivity. However, digital marketing is still limited to simple sharing via WhatsApp and Facebook. Therefore, training and mentoring are needed for the public on how to market products to achieve a wider consumer reach. Building a business requires entrepreneurial management skills to achieve planned goals.

Improving digital marketing literacy is also a university's responsibility as a form of community service, fostering entrepreneurial interest. This initiative, in collaboration with the Surakarta City DP3AP2KB Office, involves the GenRe (Generation Planning) Forum. Every three months, all 56 PIK-R organizations in Surakarta City, across each sub-district, are invited to participate in a series of learning sessions, training sessions, and seminars on Creative Economy (Ekraf) development. These sessions collaborate with peer counselors and businesspeople as speakers. This initiative provides concrete implementation for youth, fostering entrepreneurial insight and encouraging economic growth in their respective regions.

The strong partnership between the community and the government will continue to foster entrepreneurial interest, with significant benefits, particularly for youth. In line with the goal of GenRe (Generation Planning), which is to act as a platform to accelerate action to create productive





youth by instilling life skills, this program from the Surakarta City DP3AP2KB Office continues to strive to empower PIK-R youth in Surakarta to become creative and innovative individuals who contribute to economic development. PIK-R Tipes Village, Serengan District, Surakarta City, as a forum for Youth at the Village Level, has 50 active youth members aged between 15-25 years. PIK-R youth in Tipes Village are classified as active youth and have an interest in entrepreneurship. The Creative Economy (Ekraf) that runs at PIK-R Tipes Village includes making herbal medicine, making wedang uwuh, cultivating fish in buckets and cultivating vegetables as superior products produced by PIK-R Youth in Tipes Village, so that digital marketing is needed so that the product is more widely known by the community while increasing sales turnover.

Partner Problems. The current digital era offers two attractive options: creating new opportunities or becoming a threat to business competition. Businesses, especially small and medium enterprises (SMEs), must take this changing phenomenon seriously in order to prepare themselves for increasingly open business competition. Some of the problems in digital marketing include:

- a. Personal Factors, including:
 - 1) Lack of understanding of information technology among business actors
 - 2) Lack of business creativity and innovation
 - 3) Lack of understanding of digital business management and strategy
- b. Environmental Factors
 - 1) Competition in the business world
 - 2) Lack of training in digital marketing

Problems faced by partners (PIK-R), whose members are mostly young people, include:

NoConditionProblems1Limited knowledgeThe limitation faced by the younger generation is their minimal knowledge about digital marketing.2Capital limitationsThe limitation faced by the younger generation is the ability to obtain capital.3Lack of experience with digital businessThe limitation faced by the younger generation is that they still have no experience with digital business.

Table 1. Conditions and Problems

METHODS

Location and Time of Event. This event will be held at PIK-R Tipes, Serengan, Surakarta, from April to October 2025.





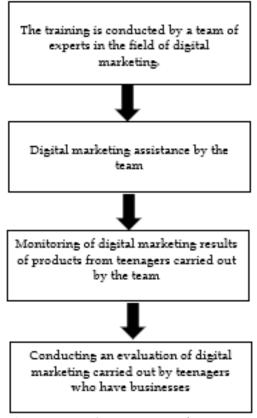


Figure 1. Implementation of Activities

In implementing our community service activities, we use the following technical methods:

- a. Conducting on-site surveys to identify the problems faced by youth who already have businesses.
- b. Conducting problem analysis with the community service team.
- c. Determining the formula or form of community service to be implemented with the team (counseling, training, or mentoring).
- d. After the community service team has conducted discussions and coordination, based on the problems faced and the objectives, the team can decide that the community service will take the form of training and mentoring.
- e. Schedule for the training and mentoring implementation plan:
 - 1) In April, training will be conducted for PIK-R members who already have businesses.
 - 2) In May, the team will provide mentoring on the use of digital marketing for businesses started by GenRe members.
 - 3) In June, the team will monitor the results of digital marketing implemented by GenRe members who already have businesses.
 - 4) In August, the team will evaluate the benefits of digital marketing for the businesses started by GenRe members.

Activity Success. This activity will be considered successful if its objectives have been achieved. The indicators that can be used as the basis for this program are to empower PIK-R





members (young people/teenagers) to pioneer their businesses, aligned with their respective abilities and hobbies.

The following table summarizes the achievements of Community Service activities and the implementation methods of the IPTEKS that will be transferred to partners:

Table 2. Implementation Methods

No.	Problems	Solution	Target/Expected Results	Implementation Method
1	Limited knowledge	Providing training and mentoring	Teenagers understand digital marketing systems	Training and mentoring
2	Capital limitations	Providing an understanding of the importance of non-financial capital to teenagers	Teenagers can understand business without using large capital	Training
3	Lack of experience with digital business	Providing an understanding of business management, starting from how to organize promotional strategies with digital marketing and how to manage business finances effectively.	Increasing teenagers' understanding of how to manage a business.	Training and mentoring

RESULTS AND DISCUSSION

Based on the analysis of the partner's situation and the issues outlined above, we propose several solutions to the problems faced by our partners (PIK-R). This includes providing training and mentoring to PIK-R members in the Tipes, Serengan, and Surakarta areas to foster entrepreneurial interest among young people through digital marketing training.

The first issue relates to limited knowledge, characterized by confusion about the type of business to establish, its market share, and how to attract customers. Therefore, the community service team provides training and mentoring on digital marketing, from market research to the use of digital platforms for marketing.

Regarding the second issue, related to limited capital, the community service team provides counseling that the primary capital for entrepreneurship is not financial capital, but also non-financial capital, namely, strong motivation/passion to become a successful entrepreneur. With a strong passion, aspiring entrepreneurs will be tenacious, never give up, and work hard to achieve their goals. Regarding the second issue, the younger generation's reluctance to take business risks can often be described as individuals who tend to choose safer and more stable paths. Regarding the third issue, the younger generation who feel they lack experience in managing a business often exhibits several recognizable characteristics. The following is a description of the younger generation with these characteristics: Teenagers lack self-confidence due to never having started a business; a lack of entrepreneurial skills, making them sometimes unprepared to face the challenges of the business world; a fear of failure in managing their businesses; and a lack of external support, resulting in a lack of mentors in business development. The following table shows the partner's problems, the solutions offered, and the expected results:





Table 3. Solutions Offered

No.	Problems	Solution	Target/Expected Results	Implementation Method
1	Limited knowledge	Providing training and mentoring	Teenagers understand digital marketing systems	Training and mentoring
2	Capital limitations	Providing an understanding of the importance of non-financial capital to teenagers	Teenagers can understand business without using large capital	Training
3	Lack of experience with digital business	Providing an understanding of business management, starting from how to organize promotional strategies with digital marketing and how to manage business finances effectively.	Increasing teenagers' understanding of how to manage a business.	Training and mentoring

CONCLUSION

A digital marketing training and mentoring program for teenagers at PIK-R Tipes, Serengan District, Surakarta City, has proven effective in improving the understanding and entrepreneurial skills of the younger generation. Through this activity, participants not only gain insight into digital marketing strategies but are also encouraged to develop creativity, innovation, and the courage to start a business, even with limited capital. The mentoring provided non-financial support in the form of motivation, self-confidence, and managerial skills, which are essential for business sustainability.

The results of the activity indicate that digital marketing literacy plays a significant role in expanding market reach, increasing the competitiveness of local products, and fostering an entrepreneurial spirit among teenagers. Therefore, this activity aligns with the GenRe program's goal of developing a productive generation with life skills and a tangible contribution to the growth of the local creative economy.

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