

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

Marjam Desma RAHADHINI<sup>1</sup>, Nadiya Fikriyatuz ZAKIYAH<sup>2</sup>, Elysa Cristiana SAPUTRI<sup>3</sup>

<sup>1,2,3</sup>Slamet Riyadi University, Surakarta, Indonesia

Corresponding Author: Marjam Desma Rahadhini

E-mail: rahadhinii25@gmail.com

### Article Info:

Received: 2025-08-29

Revised: 2025-09-29

Accepted: 2025-10-15

Vol: 4

Number: 3

Page: 72-78

### Keywords:

Digital Marketing,  
Entrepreneurship, Life  
Skills, Competitiveness

### Abstract:

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 becoming 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activities and jobs have emerged and become innovations, but on the other hand, many jobs have become obsolete and have been replaced by new technological innovations and developments.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



This open-access article is distributed under a  
Creative Commons Attribution (CC-BY-NC) 4.0 licence

(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](https://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



This open-access article is distributed under a  
Creative Commons Attribution (CC-BY-NC) 4.0 licence









**Table 3. Solutions Offered**

No.	Problems	Solution	Target/Expected Results	Implementation Method
1	Limited knowledge	Providing training and mentoring	Teenagers understand digital systems marketing	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.

## REFERENCE

Amalia, Dita, Radhna Keumala Rangkuti, Harry Akbar Nasution, Putri Zulfati Wardina Nasution, Syahla Hidayah, Tengku Alexander Hamzah Chalik. 2024. Pendampingan Pemasaran Digital Terhadap Kewirausahaan Dalam Pengembangan Kreativitas Dan Inovasi Masyarakat Di Desa Sukaramai. *Jurnal Pengabdian Masyarakat: Ekonomi dan Bisnis Digital (JPMEBD)*. Vol 1, No 3, hal. 290-302.

<https://apjii.or.id/berita/d/survei-apjii-pengguna-internet-di-indonesia-tembus-215-juta-orang>, 2023.

id.techinasia.com/indonesia-hobi-belanja-online, 2024.

Sari, R. A., Idris, I., Yolanda, A., & Akmal, A. 2020. Metode Peningkatan Produktivitas Ekonomi Orang Tua Murid Taman Kanak-Kanak Melalui Program Pengabdian Kepada Masyarakat Stimulus. *PKMS*. 7, 60-70.





Widyastuti, Tri., Adi Muhajirin dan Fried Sinlae. 2023. Pendampingan Digital Marketing Sebagai Sarana Meningkatkan Transaksi Penjualan pada UMKM di Pasar Musi Kota Depok. *Community Development Journal* Vol. 4 No.2, hal. 4981-4985.



This open-access article is distributed under a Creative Commons Attribution (CC-BY-NC) 4.0 licence