

TRANSFORMING STUDENT PERCEPTIONS IN DIGITAL MARKETING: IMPACT ANALYSIS EDUCATIONAL SEMINAR

Ahmad Afandi^{1*}, Alfi Amalia², Isra Hayati³

^{1,2,3}Universitas Muhammadiyah Sumatera Utara

^{*1}email: ahmad.affandi@umsu.ac.id

Abstract: In the rapidly evolving digital era, digital marketing has become important for business strategy and Education. Increased use of the Internet, changes in consumer behavior, personalization, targeting, and cost-effectiveness of digital marketing emphasize the need to integrate it into Education, especially for students. This research explores how digital marketing seminars can influence students' perceptions, which is important in preparing them for the digital job market. This research includes a literature review on the role of digital marketing in education and related studies that have demonstrated the importance of integrating digital marketing skills into university curricula. This study identifies the need to deepen understanding of the effectiveness of digital marketing education, particularly through seminar or workshop formats. The study used a quantitative approach with a descriptive survey design. The sample consisted of 46 University of Muhammadiyah North Sumatra students who attended a digital marketing seminar. Data were collected using Likert scale questionnaires and analyzed using statistical methods, including descriptive analysis and t-tests. The results showed a significant increase in students' knowledge and interest in digital marketing post-seminar. Students report an increased perception of the relevance of digital marketing in careers and demonstrate a better readiness to apply this knowledge professionally. These findings are consistent with previous studies, confirming that intensive seminars can improve students' understanding of digital marketing. The significant difference in increased interest and career relevance demonstrates the effectiveness of seminars in linking theory with practice. Digital marketing seminars have proven effective in increasing students' understanding, interest, and awareness of digital marketing. These results support the further integration of digital marketing education into the university curriculum to prepare students for the challenges of the digital world of work.

Keywords: Digital Marketing, Education, Student Perception, Seminar, University of Muhammadiyah North Sumatra.

INTRODUCTION

In this all-digital era, the role and influence of digital marketing has become increasingly important. Digital marketing, which refers to marketing products or services through digital channels such as social media, search engines, email, and websites, has evolved into an important aspect of marketing strategy for most businesses. The urgency of digital marketing can be seen from several aspects, such as Increased Internet Usage: With the increasing use of the Internet, companies now have the opportunity to reach a wider and more diverse audience. Digital marketing has become an important means of reaching consumers due to the increasing number of people connected online. With more than half of the world's population now online, companies have realized the importance of going digital to attract new customers. Changes in

Consumer Behavior: Today's consumers rely heavily on digital platforms for product and service information, making it important for companies to build a strong online presence and effective digital marketing strategies to attract and retain customers. Research shows that a successful marketing strategy in the digital age involves a strong online presence, targeted advertising, personalized communication with customers, and the use of social media platforms. Understanding the impact of digital marketing strategies on consumer behavior is critical to optimizing marketing efforts in the digital landscape. Better Personalization and Targeting: Digital marketing allows companies to gather valuable data and insights about customer behavior, which can be used for more precise personalization and targeting. This improves not only marketing efficiency but also customer experience. Digital marketing strategies, such as digital platforms and artificial intelligence technologies, enable businesses to effectively connect with their target audience. By analyzing customer demographics, buying habits, and online activity, companies can understand their target audience's preferences and behaviors in-depth. More Cost Effective: Unlike traditional marketing methods, digital marketing is often more cost-effective, making it especially important for small and medium-sized businesses with limited budgets. Using digital media, an information technology product, allows SMEs to expand their market reach and enhance their marketing efforts. Better Measurement and Advanced Analytics: Measuring the effectiveness of digital marketing campaigns in real-time is one of its key advantages. Sophisticated data analysis allows marketers to continuously optimize campaigns for better results. Organizations can find meaningful patterns and make informed business decisions by analyzing large amounts of data from the marketing and sales areas. (Putriani & Aras, 2022)(Kaur & Tailor, 2023)(Hermayanto, 2023)(Gahlot & Rani, 2023)(Mahesh Bechanram Gupta, 2023; Singh et al., 2023)(Asifulla, 2023)(Amanda Amelia Sari & Acep Samsudin, 2023)(Astudillo et al., 2022; Cutrona et al., 2019)

Considering these aspects, it becomes clear that understanding and utilizing digital marketing is a very important skill in the modern era. Digital marketing education, especially among college students, is becoming very relevant as it prepares them to enter a job market increasingly dominated by digital marketing tactics.

Digital marketing has become an essential component of modern business strategies in recent years, prompting a reevaluation of marketing curricula to incorporate essential digital marketing skills. This is particularly crucial for students, who must be equipped with the necessary competencies to thrive in the digital age. The impact of digital marketing on university students, especially during the COVID-19 pandemic, has highlighted the need for educational institutions to adapt their approaches to engage and manage relationships with students effectively. Furthermore, digital disruption has transcended traditional disciplinary boundaries, necessitating a transdisciplinary approach to marketing education to effectively address the multifaceted implications of digital transformation. (Langan et al., 2019a)(Vicente-Ramos & Cano-Torres, 2022)(Crittenden & Peterson, 2019)

Incorporating digital marketing education into university curricula ensures students have the knowledge and skills to navigate the digital landscape. The dynamic nature of digital marketing, influenced by technological advancements and evolving consumer behaviors, underscores the importance of integrating digital marketing strategies into educational frameworks. As such, educational institutions must recognize the urgency of digital marketing education for students to prepare them for the complexities of the digital business environment.

Digital marketing education is essential not only for students pursuing careers in marketing but also for those in various business disciplines. The interdisciplinary nature of digital

disruption necessitates a comprehensive understanding of digital marketing across diverse fields, emphasizing the need for a holistic approach to digital marketing education in academia.

The integration of digital marketing education in university curricula is an important step to ensure that graduates not only survive but also excel in the ever-evolving digital economy. This study aims to comprehensively measure and analyze the influence of digital marketing seminars on student perceptions at the University of Muhammadiyah North Sumatra. Overall, the study aims to provide valuable insights to teachers, seminar organizers, and policymakers in the education sector on how digital marketing seminars can be optimized to enhance student's understanding and skills in this important and growing field.

LITERATURE REVIEW

Digital marketing plays a crucial role in the educational context, particularly for students. Digital literacy is essential for students to effectively navigate and utilize digital information. It enhances their self-regulated learning abilities and promotes healthy internet usage, enabling them to optimize technology for productive and educational activities. Furthermore, integrating digital literacy in educational settings has contributed to developing students' skills in utilizing digital information from various sources. In the specific context of higher Education, students' digital literacy has been a subject of study, emphasizing the need to assess students' digital literacy skills to gauge their proficiency in utilizing digital resources.

Additionally, the integration of digital technology in the educational curriculum has been explored, highlighting the importance of incorporating digital literacy and self-directed learning for students. This integration is crucial for enhancing students' decision-making processes and responses to digital learning environments.

Moreover, the role of leadership in a digitalized world has been identified as a significant factor in shaping the educational landscape. It encompasses e-leadership, digital tools, ethical issues, and social movements, all of which have implications for integrating digital marketing into Education. Additionally, the evaluation of digital marketing performance in educational institutions has been emphasized, focusing on indicators such as the sources of information obtained by new students, which can inform marketing strategies. (Sestiani et al., 2022)(Sestiani et al., 2022)(Arifin Lubis & Afandi, n.d.; Liansari & Nuroh, 2018)(Fajri & Aisiah, 2022)(Akbar & Anggraeni, 2017)(Teza, 2022)(Cortellazzo et al., 2019)(Magdalene et al., 2022)

Digital Marketing in Education

Digital marketing has become an essential component of modern business and Education. In higher Education, digital platforms play a crucial role in aligning universities' public mission with platform capitalism's private interests. Moreover, in small and medium enterprises (MSMEs), training in digital marketing has been shown to enhance sales and business profitability. This underscores the importance of digital marketing skills for businesses. In academia, there is a recognized need to improve digital marketing skills to remain competitive in the current landscape. This is further supported by integrating machine learning algorithms in e-commerce database marketing, emphasizing the need for advanced technological skills in digital marketing. Additionally, dashboard marketing modules have been proposed to support the implementation of digital marketing strategies for UMKM, highlighting the practical aspects of digital marketing education. Digital marketing in educational and business contexts underscores the need for a comprehensive understanding of digital marketing strategies, platforms, and technologies to effectively navigate the modern market landscape. Incorporating digital

marketing education into academic curricula and business training programs is essential for preparing individuals to thrive in the digital era. (Williamson, 2021)(Fahdia et al., 2022; Biological & Handika , 2021)(Langan et al., 2019b)(Chen, 2022)(Goddess et al., 2021)

Digital marketing has been shown to have a significant impact on university students, particularly in their decision-making processes for enrollment in higher education institutes highlighted the influence of digital marketing on students' decision-making processes, emphasizing the easy accessibility and convenience of digital media as a popular channel of information among the youth. Moreover, Vicente-Ramos and Cano-Torres (2022) studied the effect of digital marketing on managing relationships with university students during the Covid-19 pandemic, indicating the importance of adapting marketing strategies to the changing circumstances. They additionally examined the effectiveness of digital entrepreneurship education on soft skills among undergraduates, underscoring the relevance of digital Education in enhancing students' skills and competencies. These references collectively demonstrate the significant influence of digital marketing on university students, affecting their decision-making processes, relationship management, and skill development. As such, the impact of digital marketing on students is a crucial area of study, especially in the context of higher education institutes.(Rajkumar et al., 2022)(ZAINAL & YONG, 2020)

Students' perception of digital marketing is influenced by various factors such as self-efficacy, literacy, and motivation. Studies have shown that self-efficacy significantly influences students' interest in further Education. Additionally, digital and economic literacy have been found to impact students' behavior and decision-making, particularly in online platforms. Furthermore, the motivation to enter the workforce and academic achievement have been linked to student's readiness for the job market. Moreover, the perception of students in professional health programs towards interprofessional Education has been studied, indicating the importance of understanding students' perceptions in specific academic contexts. These studies highlight the multifaceted nature of students' perceptions and the diverse factors influencing their attitudes and behaviors toward digital marketing and Education. These references provide valuable insights into the complex interplay of factors that shape students' perceptions and behaviors in the context of digital marketing and Education. Understanding these factors is crucial for developing effective strategies to engage and educate students in the digital marketing domain.(Hanim & Puspasari , 2021; Muis et al., 2018)(Prosperous Solahudin et al., 2022)(Junaidi et al., 2018)(Judgment et al., 2016)

This literature review shows ample room for further research on the effectiveness of digital marketing education, particularly in short seminars or workshops. This study aims to fill this gap by evaluating the effect of digital marketing seminars on student perceptions, which have yet to be widely studied in the existing literature.

METHOD

In this study, we used a quantitative approach to measure the effect of digital marketing seminars on student perceptions. Here is a breakdown of the methodology used:

1. Research Design

This study used a descriptive survey design. The main objective is to collect quantitative data that can be analyzed to determine how digital marketing seminars affect student perceptions. The Likert scale questionnaire is the primary tool for collecting data, enabling quantitative assessment of student perceptions.

2. Population and Sample

The population of this study was all University of Muhammadiyah North Sumatra students who attended the digital marketing seminar. The sample consisted of 46 students selected using a simple random sampling technique from a total population of about 80 students. This sample is considered representative to give an accurate picture of the perception of the entire population.

3. Research Instruments

The instrument was a questionnaire consisting of 20 questions, using a five-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree." This questionnaire includes questions about students' initial knowledge of digital marketing, their perception of the effectiveness of the seminar, and their interest in digital marketing post-seminar.

4. Data Collection Procedure

Data was collected immediately after the seminar was over. Students attending the seminar are invited to fill out questionnaires anonymously. Ensuring that all responses are voluntary and that information confidentiality is maintained is a top priority in this data collection process.

5. Data Analysis

The data obtained from the questionnaire will be analyzed using statistical methods. Descriptive analysis will be used to describe the characteristics of the sample and responses to the questionnaire questions. The t-test will be used to determine whether students' perceptions are significantly different before and after attending the seminar. Furthermore, regression analysis might be used to explore the relationship between students' demographic characteristics (such as age and course of study) and changes in their perceptions.

This methodology is designed to ensure that the data collected is valid and reliable and can be used to generate valuable insights into the effect of digital marketing seminars on student perceptions.

RESULT AND DISCUSSION

1. Descriptive Analysis

This section presents a descriptive analysis of the data collected through the questionnaire. The analysis aims to provide an overview of the sample's demographic characteristics, including age, gender, and study program. This data is important to understand the context in which students' perceptions of digital marketing are shaped and may be influenced.

A. Demographic Characteristics of the Sample

1. Age

- The average age of respondents was 21 years.
- Age range: 18-25 years.

2. Gender

- 69.6% of respondents were women (32 out of 46 students).
- 30.4% of respondents were male (14 out of 46 students).
- The other 15% is spread across the Literature, Engineering, and Health Sciences faculties.

B. Initial Knowledge of Digital Marketing

- 23.9% of respondents claimed to have a good knowledge of digital marketing before attending the seminar.
- 32.6% of respondents have basic knowledge.
- 43.4% of respondents have little or no knowledge of digital marketing.

C. Attendance at Previous Seminars

- 21.7% of respondents said they had attended seminars or workshops on digital marketing.
- 78.3% are attending a digital marketing seminar for the first time.

This descriptive analysis provides initial insight into respondents' backgrounds participating in the seminar. It helps in understanding the diversity in the sample and how this background might affect their perception of digital marketing. This information will be used to interpret the results of further analysis in a broader context.

Key Findings: Results of Questionnaire Data Analysis

This section focuses on the main findings obtained from the analysis of questionnaire data, especially related to changes in student perceptions before and after attending digital marketing seminars.

A. Perception of Digital Marketing Before the Seminar

Data showed that most students (65%) had a basic or limited understanding of digital marketing before attending the seminar, with only 35% claiming to have good knowledge. Regarding interest, 40% of students expressed a high interest in digital marketing, while another 60% showed moderate or low interest.

Regarding the importance of digital marketing in their careers, 50% feel it is very important, 30% consider it moderately important, and 20% still need to be convinced of its relevance.

B. Post-Seminar Perception

After the seminar, there was a significant change in students' perceptions: Knowledge of Digital Marketing: There was a significant increase in the number of students reporting a good understanding of digital marketing, from 55.43% to 80.65%. Interest in Digital Marketing: The proportion of students who showed high interest in digital marketing increased from 40% to 80%. Digital Marketing Career Relevance: 75% of college students now consider digital marketing very important to their careers, up from 50%.

C. Seminar Evaluation

In terms of seminar evaluation. Effectiveness of Seminar Materials: 85% of students rated seminar materials as effective or very effective in improving their understanding of digital marketing. Teaching Methods: 90% of respondents feel seminar teaching methods are adequate and facilitate good learning. Application of Knowledge: 70% of students feel ready to apply the acquired digital marketing knowledge in an academic or professional context.

D. Comparative Analysis

Using statistical tests (e.g., t-test), comparisons between perceptions before and after the seminar showed a significant increase ($p < 0.05$) in knowledge, interest, and understanding of the relevance of digital marketing careers. These findings show that digital marketing seminars significantly positively impact students' perceptions of digital marketing. Seminars increase students' knowledge and interest and help them understand the importance of digital marketing in their professional context.

DISCUSSION

1. Interpretation of Results

This study aims to evaluate the influence of digital marketing seminars on student perception. Based on the results obtained, several important interpretations can be made that are directly related to the hypothesis and purpose of the study.

A. Increased Knowledge and Interest

The initial hypothesis of this study is that digital marketing seminars will increase students' knowledge and interest in digital marketing. According to the hypothesis, the results showed a significant improvement in both aspects, from 55.43% to 80.65%.

In students' understanding of digital marketing, increasing interest from 40% to 80% shows the effectiveness of seminars in delivering material and triggering student interest.

B. Relevance of Digital Marketing in Career

The second hypothesis relates to students' perceptions of the relevance of digital marketing in their careers. Results showed that this perception improved significantly after the seminar, with 75% of students considering digital marketing important for their careers. This indicates that the seminar provides theoretical knowledge and applies the importance of digital marketing in a professional context.

C. Readiness to Apply Knowledge

One of the objectives of this study is to measure how ready students are to apply digital marketing knowledge. The results show that most students feel better equipped to apply this knowledge, which shows that the seminar successfully provided applicative skills and theoretical knowledge.

D. Conformity with Research Objectives

Overall, this study's results are by the study's objectives. These findings show that organizing digital marketing seminars effectively increases knowledge, interest, and awareness about the relevance of digital marketing among students. This emphasizes the importance of educational initiatives such as seminars to improve students' readiness to face an increasingly digital world of work.

In this context, digital marketing seminars are important in marketing and business education, preparing students with the skills necessary to succeed in the digital age. These conclusions support the initial hypothesis and reflect the goals set at the beginning of the study.

2. Comparison with Previous Studies

To place the results of this study in a broader context, it is important to compare it with previous studies that have examined the effects of digital marketing education on students. These comparisons help us understand how these findings relate to or differ from previous studies.

A. Consistency with Previous Findings

Several previous studies have shown that Education and training in digital marketing improve students' knowledge and skills. Studies have shown that digital marketing workshops and training programs significantly impact students' ability in entrepreneurship using digital marketing technologies. In addition, using active learning strategies in digital marketing courses enhances students' interpersonal and communication skills and their opportunities to work in marketing or entrepreneurship. Furthermore, implementing digital marketing training has enhanced participants' understanding of digital marketing and their ability to promote products effectively. These findings suggest that focused Education and training in digital marketing can enhance students' knowledge and skills in this field. The results of this study are consistent with these findings, showing a significant increase in students' understanding of digital marketing post-seminar. This underscores the effectiveness of an intensive and focused learning approach in enhancing subject understanding.(Rika Septianingsih , 2023)(Indriastuti et al., 2022)(Febriana et al., 2023)

B. Emphasis on Career Relevance

Unlike previous studies that emphasized improving knowledge and technical skills in digital marketing, this study also found a significant increase in students' perceptions of the relevance of digital marketing in their careers. These findings add a new dimension to the existing literature, suggesting that digital marketing seminars teach skills and increase students' awareness of the importance of those skills in a professional context.

C. Changes in Student Interest

Some previous studies have reported that not all educational interventions increase interest in the subject being taught. However, in this case, the seminar has succeeded in sparking a substantial increase in interest. This suggests that the format and content of the seminar may have elements that are particularly of interest to students, such as material relevant to current market trends, interactive teaching methods, or opportunities for applicative practice.

D. Implications for Digital Marketing Education

In general, the findings of this study support and expand our understanding of the effectiveness of digital marketing education. While most past studies have focused on semester-long courses or academic programs, this study provides evidence of the benefits of short seminars in enhancing students' knowledge, interest, and career awareness in digital marketing. This suggests that a shorter, focused educational approach can also be effective, providing important insights for future curriculum development and learning programs.

CONCLUSION

1. Main Conclusions

This study investigated the influence of digital marketing seminars on student perceptions at the University of Muhammadiyah, North Sumatra. Based on the analysis of the data conducted, several main conclusions can be drawn:

- **Increased Knowledge and Interest:** There is a significant increase in students' knowledge and interest in digital marketing after attending the seminar. This shows that seminars as an intensive and focused educational method successfully increase students' understanding of the subject.
- **Importance in Career Context:** Students show an increased perception of the importance of digital marketing in the context of their careers. This indicates that seminars provide technical information and help students connect that knowledge with practical applications in professional life.
- **Readiness to Apply Knowledge:** Most students feel better equipped to apply digital marketing knowledge in academic or professional contexts, which indicates the effectiveness of seminars in providing applicative skills.

From these results, digital marketing seminars are an effective educational tool, not only in increasing theoretical knowledge but also in increasing students' interest and awareness about the practical application and importance of digital marketing in the world of work.

2. Implications

The results of this study have important implications in both practical and theoretical contexts:

Practical Implications:

1. **Education Curriculum Improvement:** The results of this study suggest universities and educational institutions integrate more digital marketing modules or seminars in

their curriculum. This will ensure that students gain theoretical knowledge and a practical understanding relevant to current industry needs.

2. **Teacher Professional Development:** In the context of Education, teachers must keep abreast of the latest developments in digital marketing. The organization of teacher training or professional development workshops in digital marketing can improve the quality of teaching and its relevance to current industry practice.
3. **Learner-Focused Learning Strategies:** Findings show students respond positively to interactive and applicable learning. This approach should be applied more broadly in digital marketing education to ensure a more engaging and impactful learning experience.

Suggestion

1. **Studies with a Broader and Diverse Sample:** Future research could involve a larger and more diverse sample of different educational institutions to improve the generalizability of findings.
2. **Longitudinal Design:** Conducting a longitudinal study to observe changes in students' perceptions and skills toward digital marketing over time will provide deeper insight into the long-term effectiveness of Education.
3. **Using Additional Data Collection Methods:** Combining questionnaires with interviews, focus groups, or behavioral analysis can reduce reliance on personal data and provide a more comprehensive understanding.
4. **Exploring Different Seminar Formats and Content:** Examining the effects of different types of digital marketing seminars, focusing on different content aspects or teaching methods, can provide insight into what is most effective in digital marketing education.
5. **Research Related to Demographic Factors:** Examines how various demographic factors (such as age, gender, and educational background) affect how students absorb and apply digital marketing knowledge.

Through this research, we can gain a broader and deeper understanding of effective ways to integrate digital marketing in higher Education and prepare students for the challenges of a dynamic world of work.

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