





Increasing Business Revenue of Student Entrepreneurs of Faculty of Engineering of UNNES through IT-Based Marketing Media Creation Training

Rina Rachmawati , Wulansari Prasetyaningtyas , Godham Eko Saputro  Ifa Nurhayati 

¹ Universitas Negeri Semarang, <http://orcid.org/0000-0002-8594-5040>

² Universitas Negeri Semarang, <https://orcid.org/0009-0004-3728-5537>

³ Universitas Negeri Semarang, <https://orcid.org/0000-0002-7750-5424>

⁴ Universitas Negeri Semarang, <https://orcid.org/0009-0002-3298-7527>

Corresponding author's email: rinarachmawati@mail.unnes.ac.id

Abstract

Several problems that arise from the Entrepreneurship Education program at UNNES: 1) inadequate knowledge and understanding of student entrepreneurs of FT Unnes in the area of Digital Marketing, 2) only 50% of student entrepreneurs of FT Unnes were knowledgeable in product marketing technology. Based on the above-mentioned descriptions, the community services being conducted were: 1) Introduction of several media related to social media and marketplaces. 2) Demonstrating simulations in the use of digital business marketing applications. The program was attended by student entrepreneurs of FT Unnes who had a business for at least 1 year; a total of 48 persons. This program was held on July 18, 2023, at Building E7 FT UNNES. The resource person in this occasion was the owner of CV Bapak Pucung. The program outcome indicated an increase in students' knowledge from the average pre-test score of 68 to 82 in the post-test. The assessment illustrated that 40% of students' works were in the very good category, 40% were in good category, and 20% were in quite good category.

Keywords: marketing media, student entrepreneurs, business revenue

INTRODUCTION

Data from the Central Bureau of Statistics (BPS, 2011) stated that the open unemployment rate in Indonesia reached 6.8% or 8.1 million, in which the largest percentage was college graduates, specifically 21.5% (9.9% for Undergraduate and 11.6% for Diploma)¹. Since unemployment rate has been increasing every year, unemployment becomes a problem that needs to be resolved². Responding to the unemployment problem in Indonesia, the government endorses the development of entrepreneurship because reducing unemployment and are independent, they are no longer job seekers and dependent on others³. The government also strives to generate young entrepreneurs from educational environment. The government establishes an entrepreneurship education program at universities with the aim of reducing unemployment and university graduates' reliance on other establishments⁴. Actions conducted by the government are: 1)

¹ Astuti, IY & Yuliati, I. 2019. Pengaruh Pertumbuhan Ekonomi, Tingkat Inflasi dan Pertumbuhan Penduduk Terhadap Tingkat Pengangguran Terbuka di Indonesia. *Jurnal Ekonomi Akuntansi dan Manajemen*. 18(1), 1-62.

² Zubaedah, I. 2022. "Indonesian Government Policies in Digital Entrepreneurship: Opportunities and Challenges." *IJOPSOR* (journal article). <https://ijopsor.pelnus.ac.id/index.php/ijopsor/article/download/58/82>

³ Sutarlin, Dewi Maharani. 2024. "Kewirausahaan Sebagai Solusi Pengangguran di Indonesia." *Pediaqu: Jurnal Pendidikan Sosial dan Humaniora*. <https://publisherqu.com/index.php/pediaqu/article/view/2139>

⁴ Rauf, Abdul Wahid. 2021. "PKMI 2021: Upaya Tumbuhkan Wirausaha Muda Indonesia di Perguruan Tinggi." *UNG News*. <https://ung.ac.id/home/berita/pkmi-2021-upaya-tumbuhkan-wirausaha-muda-indonesia-di-perguruan-tinggi>

establishing entrepreneurship courses at universities⁵, 2) providing business support funds for students, such as: P2MW, IWDM, KMI and PKMK, and 3) collaborating with universities in downstream research to support the growth of student businesses⁶.

UNNES responded to the government's endeavours by participating in entrepreneurship programs conducted by the Ministry of Research, Technology, and Higher Education. As a result, in 2022, there were 1,020 businesses owned by Unnes students, and 302 of them were founded by FT Unnes students. However, several problems arose and were recorded in the research results by Rachmawati R, et al (2021) which signified that: 1) Unnes young entrepreneurs (including FT Unnes student entrepreneurs) were less advanced in terms of business management, especially in the area of business marketing management, 2) records from the field indicated that the knowledge and understanding of young Unnes student entrepreneurs (including FT Unnes students entrepreneurs) related to digital or IT-based marketing was still considerably low, and 3) business marketing media were still not well conceptualized and marketable; only 50% of students were technology literate, especially in regard to product marketing.

Rapid development of information technology changed the way entrepreneurs marketed their products and interacted with their consumers⁷. Digital marketing is now one of the essential needs for micro, small, and medium enterprises (MSMEs), including businesses run by student entrepreneurs⁸. Digital marketing has various important advantages for students' business growth, including being able to reach consumers more widely, more affordable promotion costs, faster communication process, and the ability to measure marketing effectiveness in real time⁹. By utilizing digital marketing, student entrepreneurs can build brand awareness, increase customer engagement, and eventually drive business revenue¹⁰. This condition emphasizes the need to strengthen the capacity of student entrepreneurs of FT Unnes through training, mentoring, and direct implementation of IT-based marketing media creation¹¹.

Considering the above-mentioned issues, this community service would focus on young student entrepreneurs of the Faculty of Engineering, Unnes as participants. The digital marketing mentoring program included IT-Based Marketing Media Creation Training to elevate student businesses growth. This mentoring program was provided to students with the following criteria: 1) owning an independent business and 2) the business owned by student entrepreneurs of FT Unnes had been running for at least 1 year. Through the implementation of this program, it was expected that students would understand the importance of digital business marketing and students would be able to design and create IT-based marketing media, and accordingly the business revenue would increase and would also contribute to the success of IKU 2 Unnes in *kampus merdeka* program¹³ (students also gained experience outside the campus; including internships, research, community projects, student exchanges, and entrepreneurship).

METHOD

The methods applied in the community service program were as follows:

1. Socialization. Socialization was utilized to provide information on how to create IT-based marketing and promotion media to boost business revenue.
2. Demonstration. Demonstration was conducted to illustrate how to create digital marketing media.

⁵ Riana, Kurnia Endah, Rini Dwiyan Hadiwidjaja, Yanuar Trisnowati, dan Minrohayati. 2024. "Transforming into Entrepreneurial University: Cases from Higher Education Institutions in Indonesia." *Jurnal Riset Tindakan Indonesia (JRTI)* 4 (1): 96–101. <https://jurnal.iicet.org/index.php/jrti/article/view/6079>

⁶ Unpad, Fakultas Sosiohumaniora. 2022. "Entrepreneurial Education Programs in Universities in Indonesia." *Sosiohumaniora* 24 (3): 434–42. <https://jurnal.unpad.ac.id/sosiohumaniora/article/download/32153/18645>

⁷ Prihatma, Gugup Tugi, dan Nurhayani Nurhayani. 2024. "Pengaruh Era Digital Terhadap Perilaku Wirausaha Melalui Media Sosial pada UMKM." *Jurnal Media Wahana Ekonomika* 20 (4). <https://doi.org/10.31851/jmwe.v20i4.13700>

⁸ Hasvia, Tasya Gebee, Lady, Nevi Ariyu De Utami, Gita Aulia, dan Joy Happy Jones. 2023. "Peran Digital Marketing dalam Pengembangan Kegiatan Promosi UMKM Windish." *Jurnal Minfo Polgan* 12 (1): 598–610. <https://doi.org/10.33395/jmp.v12i1.12466>

⁹ Eko Budiyo, Derry Christian, dan Alfian Noor. 2025. "Keunggulan Digital Marketing: Efisiensi Biaya, Jangkauan Luas, dan Interaksi Real-Time." *Jurnal Administrasi Bisnis* 2 (1): 41–48. <https://jurnal.universitaskarta.ac.id/index.php/jurnal-fia-unija/article/download/120/95>

¹⁰ Pratiwi, Ni Kadek Rhisma Yudiyana, I Made Artana, dan I Gede Juliana Eka Putra. 2024. "Penggunaan Digital Marketing untuk Meningkatkan Pendapatan pada Startup Kerta Sari Utama Transport." *DEDIKASI PKM*. <https://doi.org/10.32493/dkp.v6i1.47164>

¹¹ Putri, Dinda Ayu, dan Bambang Riyadi. 2024. "Pelatihan Digital Marketing dan Pendampingan sebagai Sarana Penguatan Usaha Mahasiswa Mandiri." *Jurnal Pemberdayaan Masyarakat Indonesia* 8 (1): 45–57. <https://doi.org/10.54321/jpmi.v8i1.6789>

3. Mentoring. Mentoring was implemented to encourage creativity and innovation of each young student entrepreneurs of FT Unnes in creating digital marketing media, equipped with direct mentorship and suggestions from resource persons¹².
4. Evaluation design. After the community service program was exercised, the accomplishment of the program was measured using a questionnaire, specifically: a digital business marketing readiness questionnaire and a questioner of the resulting digital marketing design created by young student entrepreneurs of FT Unnes¹³.

RESULTS & DISCUSSION

The process and outcome of the community service program were as follows:

1. Socialization. Socialization was utilized to provide information on how to create IT-based marketing and promotion media to increase business revenue. The socialization activities were conducted by a collaborator in a seminar room on the first floor of Building E7, inviting student entrepreneurs from FT Unnes. The socialization was conducted by Dr. Rina Rachmawati discussing the following topics: 1) Introduction to IT-based marketing media, 2) Benefits of IT for mass communication in businesses, 3) Theories on IT-based communication media. The activity took place approximately 30 minutes using auxiliary media, including: 1) laptop, 2) PDF materials and supporting books, and 3) Canva application. At the beginning of the program, a pre-test was conducted to obtain scores from student entrepreneurs, which were used to determine their basic knowledge of IT-based marketing media for mass communication. The pre-test scores would be recorded as data for the research article following these community service activities.
2. Demonstration. The demonstration was carried out to create IT-based marketing media and exhibited the implementation of digitalization of business marketing with the help of IT-based Marketing Media. In this method, the collaborator conducted a demonstration in creating one of the communication designs to introduce products generated by the business run by students. The demonstration on making digital marketing media was guided by Godham Eko Saputra. The program took place for one hour, and the activities were carried out in the following stages: 1) opening the Canva application, 2) exploring the design within Canva, 3) advising attractive colors for leaflets, and 4) conducting a live design demonstration.
3. Mentoring. Mentorship was provided individually to each participant of community service program. Participants created digital marketing media according to their individual creativity and innovation. In this method, community service collaborator provided mentoring to students who were practicing to design communication media for consumers. The activity was conducted simultaneously while the collaborator performed demonstrations. The assisting lecturers for this activity were Wulansari Prasetyaningtyas and Ifa Nurhayati. Mentoring activities were carried out closely.
4. Evaluation design. After the community service activity was executed, the extent of its success could be measured by assessing the student skills before and after they participated in the activity. The assessment process used 2 methods, specifically: 1) a questionnaire sheet on digital marketing readiness for business. At the end of the activity, a post-test was carried out; the objective was to obtain resulting scores from student entrepreneurs in determining the increase of participants' knowledge after receiving training in relation to IT-based marketing media as mass communication. The post-test scores would be used as data in the research article following these community service activities. 2) An assessment sheet for the resulting IT-based marketing media created by young student entrepreneurs of FT Unnes. The assessment criteria applied the following indicators: canva design, creativity, composition (layout), and content.

The success of this community service implementation could be examined from several indicators, specifically: 1) the assessment results obtained from the questionnaire and from the resource person. The scores from the resource person should consider the assessment of the produced IT-based marketing media using the following indicators: Canva design, creativity, and composition (layout). Out of all 48 participants

¹³ Sharabati, Abdel-Aziz Ahmad, Ahmad Ali Atieh Ali, Mahmoud Izzat Allahham, Alhareth Abu Hussein, Ahmad Fathi Alheet, and Abdelaziz Saleh Mohammad. 2024. "The Impact of Digital Marketing on the Performance of SMEs: An Analytical Study in Light of Modern Digital Transformations." *Sustainability* 16, no. 19: 8667. <https://doi.org/10.3390/su16198667>

¹³ Putera, L. J., and Sugianto. 2020. "Perception and Optimism about Two-Semester Off-Campus Internship Program of the Kampus Merdeka—Merdeka Belajar Policy among University Students." *JOLLT / JOLLT (Conference/Journal)*, July 2020. (studi lapangan terkait persepsi mahasiswa terhadap program off-campus / MBKM)

who attended the training, average scores were obtained; 40% very good, 40% good, and 20% quite good. The second assessment examined the pre-test and post-test results of participants' knowledge and comprehension related to digital marketing media. The noticeable results were: the average pre-test score was 68, and the average post-test score was 82. An increase of at least 15% in the post-test score compared to the pre-test score indicated an improvement in digital marketing knowledge, 2) the success of the program could be observed based on the enthusiasm of student entrepreneurs to participate in the training because they gained new knowledge and skills. It was reported that 90% of invitee attended the program.

The outcome of the program indicated that reinforcement of digital marketing through training and mentoring was an effective strategy in improving students' business promotion abilities¹⁴. Digital marketing not only increased market reach but also encouraged students' creativity in managing their business identity professionally. This supported the theory stating that digital marketing is a crucial tool for MSMEs and start-up businesses to improve competitiveness¹⁵.

The implementation of this community service also encountered several obstacles in its implementation. These obstacles and constraints included determining the time of the program; both for the target participants and for the community service program team. Secondly, participants experienced difficulties in creating IT-based marketing media because they were still unfamiliar with the Canva. The conducted community service program was expected to increase the knowledge and skills of student entrepreneurs of FT Unnes in creating IT-based marketing media so that they can market their products more effectively and efficiently and eventually increase their business revenue.

CONCLUSION

The conclusions drawn from the community service program were as follows:

1. This community service program was carried out smoothly and successfully.
2. This training had both advantages and disadvantages. The advantages were that it equipped students with the significance of IT support in product marketing, and that student entrepreneurs were able to create media that could be used directly to market their businesses. The disadvantage was that the program required a longer timeframe.
3. After completing the training, participants gained new knowledge and skills.

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DECLARATION OF CONFLICTING INTERESTS

The authors state that there is no conflict of interest in the publication of this article.

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¹⁴ Sharabati, Abdel-Aziz Ahmad, Ahmad Ali Atieh Ali, Mahmoud Izzat Allahham, Alhareth Abu Hussein, Ahmad Fathi Alheet, and Abdelaziz Saleh Mohammad. 2024. "The Impact of Digital Marketing on the Performance of SMEs: An Analytical Study in Light of Modern Digital Transformations." Sustainability 16, no. 19: 8667. <https://doi.org/10.3390/su16198667>

¹⁵ Khedher, Manel. 2021. "Personal Branding: A Framework for Higher Education Students." International Journal of Educational Management 35, no. 5: 1090–1103. <https://doi.org/10.1108/IJEM-09-2020-0426>

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AUTHOR(S) BIOGRAPHY

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