



# Response about the Importance of Digital Marketing Skills for Vocational Teachers

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## Abstract

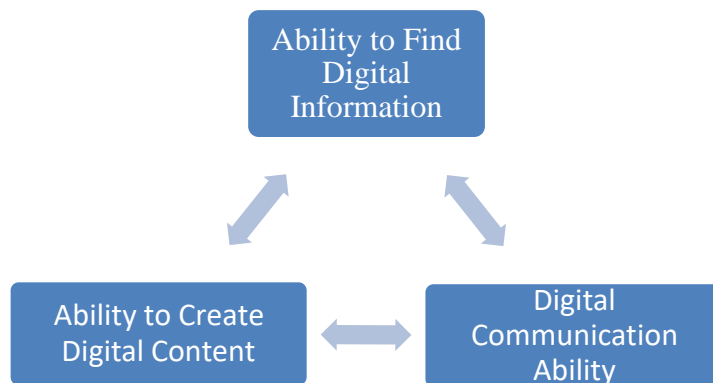
This study aims to analyze responses about the importance of digital marketing skills for vocational teachers. This type of research is survey research using quantitative research methods. The sample in this study were 41 teachers at SMKN 2 North Bengkulu. The research was conducted in November 2022. The data collection technique used a questionnaire so that the measuring tool was a questionnaire made with a modified Likert scale with 4 answer choices, namely strongly agree, agree, disagree, and strongly disagree. The results of the study show that digital marketing skills are important for vocational teachers.

**Keywords:** digital marketing, response, vocational teacher

## A. Introduction

The rapid development of technology, the digital world and the internet certainly has an impact on the world of marketing. Marketing trends in the world are shifting from conventional (offline) to digital (online) [1]. This online marketing trend is known as digital marketing [2]. Digital marketing is defined as the use of technology to assist in marketing activities that aim to increase consumer awareness by adapting to consumer needs [3].

Digital marketing can help marketers anticipate and manage the impact of disruptive technology [4]. But digital marketing isn't about understanding the underlying technology, it's about understanding people, how they use that technology, and how to leverage technology to engage with them more effectively, and should be driven more by the quality of communication than quantity [4], [5]. According to Van Deursen et al. (2012), Helsper & Eynon (2013), Sonck et al. (2014) in [6], this digital marketing capability includes three dimensions, namely the ability to find digital information, digital communication skills, and the ability to create digital content. By having these three dimensions of ability, sales people already have digital marketing capabilities to support sales performance.



**Figure 1.** Three Dimensions of Digital Marketing Ability



Digital marketing has many advantages when compared to conventional marketing strategies (offline marketing), including in terms of measurement or benchmarks for the success of a strategy. Digital marketing also makes it easier for business people to monitor and provide all the needs and desires of potential consumers, and on the other hand, potential consumers can search for and obtain product information only by browsing the virtual world so as to facilitate the search process [7]–[9]. Apart from that, people are now familiar with social media, such as Whatsapp, Facebook and Instagram, which can be effective digital marketing media because they reach a wide range of consumers [10], [11]. Another advantage of Digital marketing according to Hollebeek & Macky (2019) in [12] namely by using digital marketing can strengthen relationships, foster trust, as well as added value products to consumers.

Vocational High School (SMK) is a formal school under the Ministry of Education and Culture which aims to produce graduates who are ready to enter the world of work as well as entrepreneurs [13]. In addition, the age of students is still in the productive period to receive science and technology, including entrepreneurship, so that they are able to develop themselves, compete and be productive, innovative and creative. The role of SMK is very important in preparing graduates who are ready to become entrepreneurs. Therefore, entrepreneurial characteristics in vocational schools must be conditioned either through intracurricular, extracurricular, and cocurricular and extracurricular activities. So that students become accustomed to applying entrepreneurial characteristics [14]. To meet these needs, of course teachers or educators in vocational schools must have the ability in terms of entrepreneurship, including in the field of digital marketing. The concept of digital-based marketing is very important considering that times are growing and technology is increasingly sophisticated. Therefore, researchers conducted training related to digital marketing to teachers at SMKN 2 Bengkulu Utara. In this study, researchers wanted to know the response about the importance of digital marketing skills for SMK teachers.

## B. Research Methods

This type of research is survey research using quantitative research methods. The sample in this study were 41 teachers at SMKN 2 North Bengkulu. The research was conducted in November 2022. The data collection technique used a questionnaire so that the measuring tool was a questionnaire made with a modified Likert scale with 4 answer choices, namely strongly agree, agree, disagree, and strongly disagree. Instrument items are given a quantitative value as shown in table 1 below:

**Table 1.** Calculation of the Likert Scale

Evaluation	Scale Value
Strongly agree	4
Agree	3
Don't agree	2
Strongly Disagree	1

The questionnaire was tested for validity and reliability using SPSS with the following conditions: Valid if rcount is greater than the rcount value ( $r_{count} > r_{table}$ ), Invalid if rcount is less than the rcount value ( $r_{count} < r_{table}$ ), Reliable if the Cronbach Alpha value is greater than 0.6 and Not Reliable if Cronbach's Alpha value is less than 0.6[15].

## C. Results and Discussion

In this study, 41 respondents were asked to fill out a questionnaire consisting of 18 positive statements. Each statement item used in the questionnaire was tested for validity and reliability to determine whether the instrument was appropriate or not for use in obtaining the data needed by the researcher.

The results of the validity test of the student needs analysis questionnaire can be seen in the following table.

**Table 2.** Instrument Validity Test Results

Item Number	r count	r table	Information
1	0.779513	0.3081	Valid
2	0.734163		Valid
3	0.666241		Valid



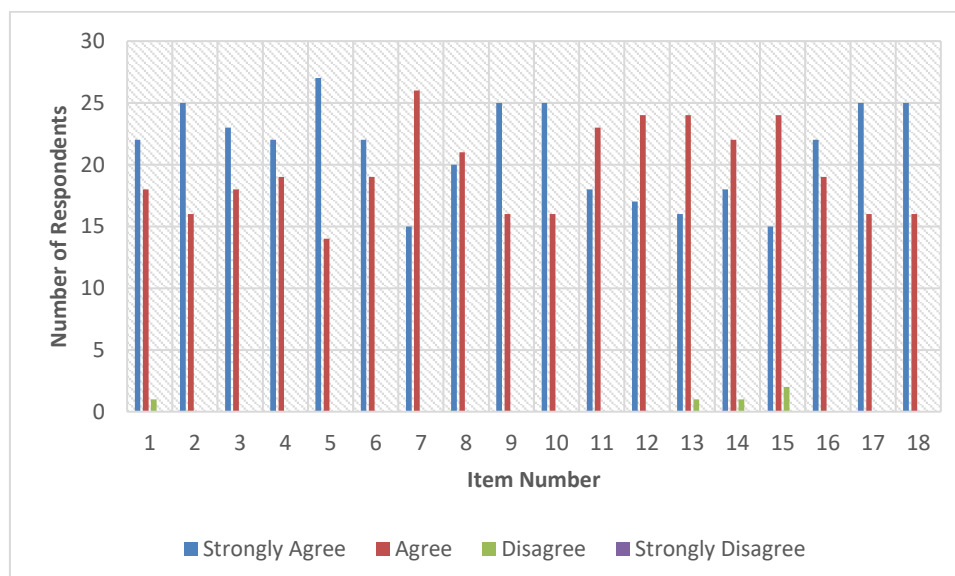
Item Number	r count	r table	Information
4	0.816613		Valid
5	0.729394		Valid
6	0.845595		Valid
7	0.683141		Valid
8	0.701837		Valid
9	0.763789		Valid
10	0.763789		Valid
11	0.81167		Valid
12	0.80438		Valid
13	0.777795		Valid
14	0.667076		Valid
15	0.795928		Valid
16	0.635477		Valid
17	0.726756		Valid
18	0.711943		Valid

The table above shows that all items are categorized as valid, meaning that they can be used to collect data that is a variable in this study.

**Table 3.** Instrument Reliability Test Results

Cronbach's Alpha	N of Items
.953	18

The table above shows that the instrument is categorized as reliable, meaning that if this instrument is used in research activities with the same subject, it will show the same results, even though the implementation is in different times and conditions.



**Figure 2.** Results of Filling in the Questionnaire by Respondents

From the workshop activities, the participants said that the material presented was easy to understand, clear and in accordance with the objectives of the workshop. The method used in conveying the material is in



accordance with the times and is carried out in a structured manner so that the material is easy to understand. Practical activities are easy to follow because they are well guided. From this workshop, the participants claimed to have gained knowledge about digital marketing-based entrepreneurial concepts, knowledge about digital marketing techniques, knowledge about the stages of doing digital marketing, knowledge about the equipment needed to do digital marketing, knowledge about what platforms can be used to do digital marketing, knowledge about the advantages of doing digital marketing, and knowledge of any software that can be used to support digital marketing activities. This workshop activity encourages participants to be more creative. The participants also stated that the presenters were able to provide examples of how to do good digital marketing and the participants also wanted this type of activity to be given frequently to add insight and skills, especially for schools.

The answers from the workshop participants indicated that they gained a lot of knowledge related to digital marketing from the workshop activities held by researchers. The workshop participants, who are vocational school teachers, even wanted This kind of activity is often given to add insight and skills, especially for schools. This shows that digital marketing skills are important for SMK teachers.

## D. Conclusion

The research was conducted by holding a workshop which was then continued with the distribution of response questionnaires to the workshop participants. The workshop participants who are SMK teachers stated that they wanted this kind of activity to be given frequently to increase their knowledge and skills, especially for schools. This shows that digital marketing skills are important for SMK teachers.

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