Training of Integrated Promotion and Digital Market for SMKN 14 Bandung Teachers

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ABSTRACT

The importance of the need for online shopping to reduce physical contact is increasing in the current pandemic era. In online market trading competition, digital marketing strategies are the main skills and abilities that are important to learn, because consumers do not have direct contact with products and traders have many competitors in the digital world that is not limited by time and physical space. Art and design education at the high school level does not study marketing either from the way of thinking or how marketing works. While this marketing skill is important to learn so that students have the knowledge to later be able to sell and distribute their physical works and services to the wider world. Therefore, the team started this mindset change by teaching teachers at SMKN 14 Bandung. This community service activity aims so that teachers can follow the introduction of marketing knowledge which then, these teachers can disseminate the knowledge gained to their students. The output achieved in this service activity is a learning module on how marketing works in the digital 5.0 era and how an integrated marketing system is run to increase sales.

Keywords: Digital marketing, Integrated promotion, Marketing education.

1. INTRODUCTION

This article is an article that describes community service activities carried out by the writing team at SMKN 14. SMKN 14 Bandung is pioneering the establishment of a Techno park that is oriented towards producing Teaching Industry, and PPBT (Technology-Based Start-up Company, which is developed in accordance with competencies, main tasks and functions. All majors available in SMKN 14, namely: Automotive Body Engineering, Multimedia, Visual Communication Design, Animation, Batik and Textile Creative Crafts, Ceramics, Leather and Imitation, Metal and Jewellery, Wood and Rattan. These departments need to be equipped with teachers and graduates who understand how to improve the quality of their competencies towards the global market, one of which is through increasing marketing understanding.

The potential for the existence of teaching factories and techno-parks at SMKN 12 is the main capital that can support and carry out the school's goals, by equipping teachers and prospective graduates of SMKN 12 through the provision of functional skills based on scientific expertise from academics in the Department of Fine Arts Education, UPI. As a result, weak knowledge about the development of the digital marketing world is an obstacle to achieve this goal, so this service training will be one of a solution.

Therefore, this service research seeks to provide learning and training on how to design activities for digital marketing strategies functionally through design training for vocational schools. This training aims to be able to apply what kind of design and what strategies are needed to be able to increase promotion in the digital market. SMKN 14, which is the subject of the training, admits that it is developing technology-based entrepreneurs, but has not been able to develop a good digital design strategy.

The formulated of the problem that can be known are:

- SMKN 14 School already has a techno park business unit as a basis for student and school entrepreneurship, but there has not been any form of digital marketing as part of an effort to promote its business.

- Teachers need to be equipped with knowledge about the role of design in digital market promotion strategies in the digital era as it is today.

2. LITERATURE REVIEW

2.1. Digital Market

Digital market conditions are increasing along with the high need for online shopping and the need to keep a distance and avoid crowds in this pandemic era, making digital marketing more competitive. In contrast, in the digital market, competition is becoming more widespread and global with a scale that is difficult to measure.

The following is the definition of digital marketing according to Rachmadi [1] "Digital marketing is a product and service marketing technique that is carried out using digital media. Media commonly used for digital marketing such as websites, social media, email marketing, video marketing, SEO advertising, and others. The purpose of digital marketing is to reach a wider market with internet media. All media used in digital marketing have the same goal, which is to connect with our potential customers. From here, we can educate potential consumers about the products or services we have, then do branding and then we can offer the products or services that we sell."

Digital sales business actors cannot realize how much competition they have, because the global market is getting wider and difficult to monitor and invisible to the eye. This is in line with what Khasali [2] said: Our enemies (competitors) are no longer visible. Maybe even use someone else's flag. This occurs in various sectors, from food, tourism, sea transportation, to fertilizers and medicine. They come from far away in global civilization, through technology and the hands of millions of people around us. And, because some were mobilizations of private property, most were barely marked. Colorless, unidentified, and without an official business certificate, came quietly without being detected by corporate radar or state radar.

Furthermore, digital marketing practices require up-to-date knowledge of technological developments that adapt to design needs. Unlike the offline market that competitors can see, competitors in the digital world are very limited, we know, because digital sales are no longer limited by space and time, but they have networks in the global digital world that are not limited by space and time.

They must understand the movement of market demand where the demand and supply curves are no longer singular, as Khasali [2] puts it: "The curves that were studied are single demand-and-supply. Now we live in worlds of apps that are being worked on by tens, even thousands of networks that accelerate disruption. So, every offer always involves a network of thousands of parties, as well as demand." So there are many online sales applications that fight for each other's attention and prioritize visual appeal as the main pillar of their

competition, both from composition, to User Experience, and Interface Design which will affect digital promotion competition for many of these apps.

2.2. Market Digitization and Integrated Promotion

Market digitization makes players in it, be it producers, distributors to promotion parties, must understand system shifts that occur very quickly, and are much different from the offline market. As so Khasali [2] stated that: "Digitalization means exponentially doubling speed, which means it's getting faster by the day. The existence of disruption causes the effects of destruction or shifts that occur to be faster. Unfortunately, we grew up in a linear tradition that made us think and act not as fast as the changes that occur."

Teachers and prospective business actors, in this case vocational school graduates, need to be equipped with how the e-commerce system works, and how to improve competitiveness by studying promotion strategies in the digital market era. The market with the old system has been disrupted. "In short, disruption is an innovation. This is an innovation that will replace the entire old system in new ways. Disruption has the potential to replace old players with new ones. Disruption replaces old, all-physical technology with digital technology that results in something completely new and more efficient, as well as more useful" [2].

Integrated promotion that we stated in this training is a whole process of planning, developing, executing, and evaluating each step of broad communication across different media in order to promote awareness, positioning and sales of product or service. The process is a persuasive approach to the audience to let them become our customer. As Juska [3] stated in his book: "Integrated Marketing Communication is a process of delivering concise, consistent, and clear brand messages across different media and within every piece of communication. These messages must also support the approved product positioning, value proposition, and marketing strategies of a brand. The mantra of IMC is to send the right message to the right people at the right time in the right place for the right reason. Anything less is not true IMC."

Integrated marketing itself has four functions as Juska said: "IMC has four functions: inform, persuade, entertain, motivate. Since the information function is about the actual and perceived characteristics of a brand, such as its features, benefits, and competitive advantages". By this, we could inform and promote brand awareness and product service to broader audience in almost any form that is closer to the customer behaviour.

3. STAGES

The community services held by team are going through these several steps:

1. The service team conducted a survey at several schools, and interviewed teachers to find community service targets.

2. The team contacted the collaborating teacher and confirmed and requested written permission from the principal.

3. Prepare for service activities in terms of coordination of time, material, and technical implementation of service activities with collaborating teachers.

4. Coordinate with the filler material.

5. Conduct a simple survey related to the basic knowledge about marketing that is already known by the teachers.

6. Determine the scope of digital marketing themes that are in accordance with the needs and knowledge limits of the teachers.

7. The implementation of service activities was opened by the Head of the Study Program of the Department of Fine Arts Education and the Principal of SMKN 14 Bandung, as well as the head of Techno Park of SMKN 14 Bandung.

8. Submission of materials for two consecutive days, discussions with teachers and conclusion of strategies.

9. Closing and drawing conclusions and gathering suggestions for the development of Techno Park at SMKN 14 Bandung.

10. Reporting activities.

4. METHODS

This study uses training methods and providing learning models to increase teachers' knowledge in contemporary design theory, as well as equip final-level vocational students to be equipped with design understanding and practice for the use of digital market promotion. We are using lectures and discussion method [4] to implement the learning models to teachers. The team applied this method in accordance with the purpose of service, namely the dedication of lecturers to apply their knowledge so that it was disseminated to the community that was appropriate. In addition, there is a request from the school itself who wants to get training workshops and design learning modules which later can be continued by teachers to their students. This service will also train final-level vocational students who already have entrepreneurial incubation so that they are equipped with knowledge on how to utilize digital designs from simple ones to meet the needs of the digital market in the era of leaps and bounds in technological development in today's digital business world.

5. DISCUSSION

The training stimulates and directs all levels of the education world to orientate design innovations that focus on digital market strategies for the advancement of an independent student business promotion. A business, regardless of the form of business, from solopreneurship, a job or side activity to a global mega-corporation, has one goal: profitability. Everything is evaluated based on how much the production costs, the capital that must be issued and what will be given in return or the profit that will be obtained. There are lots of numbers in business, there will be lots of nominal calculations based on data (demography, geography, etc.), projections (business, balance sheets, trends and trends), forecasts, etc.

Accordingly, the problem faced by an artist/designer and craftsman is that all of his thoughts are based on art, or the state of art. Its art that does real work in the real world and has to go against real computational metrics, but all of this is still art. So, when an artist/designer/worker enters the business world, it cannot be denied that any formal education will never teach them to be ready for the business world. It is this gap between the real world and the academic world that must be bridged. Art and design in the real world are fields that cannot be separated from the business world. A designer / artist / employee must understand the business world, at least, know business concepts.

The marketing activity closest to the world of art and design is the branding system or brand identity. Brand identity is generated from something as simple as setting colors that can build emotion, settings from UI/UX designers (User Interface and User Experience) for screen displays for both applications and websites. Brand identity can also produce logo designs as a distinctive corporate identity and have value for users, it can also increase marketing activities. As revealed by Tarigan & Sanjaya [5] "Nine out of ten readers know this football club. This club is synonymous with the color red, even getting the nickname "red devil". But how many of us know that one of the club's strategies in increasing the bottom line is through its website? … If you ever visit the site of this football club, you will immediately see the dominance of red and black, the colors of this club's identity. From the first page, visitors will immediately feel how the color arrangement is also an important consideration for Manchester United management to build a brand identity."

One thing that will be faced by an artist / designer / employee in the real world even though you are not in

the business world is they must know how business is worked. Some of your clients must be in the business world whereas you only know what to do with character design according to design theory - which is hardly concrete.

There will be a lot of design clients for example, will just know that they need a web design, and they want it to be great, and all they know is that the design they ordered is going to have to make them money. In principle that is what a client is after. The designer's job is to translate business understanding and profit into the design direction of what a designer does. Therefore, a designer / artist / employee really need to understand business concepts.

Various areas of competence possessed by SMKN 14 Bandung, make writers have to choose several focus areas of competence for us to train. We focus on areas that they are rarely involved in, namely the areas of integrated marketing and digital marketing.

How we can develop their knowledge and skills in the field of product promotion in digital markets at a global level. "The digital market or digital marketplace is a new arena for disruptors" [2].

They must understand the movement of market demand where the demand and supply curves are no longer singular, as Khasali puts it: "The curves that were studied are single demand-and-supply. Now we live in worlds of apps that are being worked on by tens, even thousands of networks that accelerate disruption. So, every offer always involves a network of thousands of parties, as well as demand." Khasali [2] "So there are many online sales applications that fight for each other's attention and prioritize visual appeal as the main pillar of their competition, both from composition, to User Experience, and Interface Design which will affect digital promotion competition for many of these apps.

The solution offered through the discussion with teachers as a final step of the training, summarized that school of SMKN 14 Bandung could hold a good curated event program to attract audience outside school. The event consists series of small acts such as demonstrations in making craft production that audience could freely join to try. At the event they could also displaying products, displaying branding, making an interesting entertainment, holding quiz or trivia, parades of fashion batik crafts, and many other creative acts. In addition to that, advertising is also suggested by trainers to develop brand awareness of school's techno park.

In terms of digital media, trainers gave some suggestion to Techno park of SMKN 14 Bandung to increase numbers of content, boost the visual appearance to a good quality product photos, in a very consistent style and steady time-management. In the end, they're also suggesting SMKN 14 Bandung to follow a digital advertising provided by many social

buzz or social media, if they're already providing an eye-catching appearance on their social or digital platform media.

6. CONCLUSION

In order to promote school's Techno Park of SMKN 14 and elevating digital marketing skills among teachers, they should conduct a comprehensive marketing digitalization and an integrated promotion. Digital marketing must be based on business situation that conduct by a business concept. A good business concept will eventually lead to a good digital marketing through best performance of brand identity, then great profit will follow. For the integrated promotion itself, the school must collaboratively work with students to held a few event that could broader communities knowledge about what is the Techno Park could offer to the community. Therefore, a wider range of consumer will noticeably school's Techno Park has to offer.

ACKNOWLEDGMENTS

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