



Digital Marketing and Creative Space Rebranding for Senior High School Students

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Abstract. Covid-19 pandemic have halted student creativity and innovation programs in SMA Negeri 1 Krian. The existence of a community service program initiated by the State University of Surabaya aims to revive the vacuum of digital works creation and production in SMA Negeri 1 Krian. The two activities that have been carried out are (1) providing digital marketing training to class XI students and (2) the rebranding of creative space to reach wider audience. The approach used is descriptive statistics of the digital marketing post-training assessment instrument based on the competency checklist of the National Professional Certification Agency. The results obtained are that 85% of SMA Negeri 1 Krian students who take part in this training program can use marketing tools such as digital advertising, social media boosters, and search engine optimization (SEO) well. Meanwhile, 1 ICT worker can optimize the rebranding tools of the school's creative space properly according to the training module provided.

Keywords: Digital marketing · Rebranding · Creative space

1 Introduction

Covid-19 pandemic have accelerated the need for digital transformation across all industries such as small medium enterprises (SME) [1, 2], food and entertainment [3], and education [2, 4, 5]. Large number of people are spending their time on social and digital media for a variety of purposes ranging from information searching to the final purchase of products [6]. Digital marketing has become a major need for all business lines, both commercial and social [7, 8]. Digital marketing actually is an essential part of the entrepreneurial marketing [9].

The phenomenon of paradigm shift in education from conventional (offline) to online via digital platforms is unavoidable. Social distancing and lock-in measures were used to limit the spread of infection, forcing schools to end teaching and learning abruptly [10]. Various schools also need time to adjust to this shift in habits. This paradigm shift is also experienced by SMA Negeri 1 Krian. SMA Negeri 1 Krian has adequate facilities and infrastructure. The creative space is a breakthrough that aims to answer the challenges of the increasingly massive development of social media. Prior to Covid-19, this creative space had produced works from school community members such as journalism, digital

content, and so on. However, since the Covid-19 pandemic, it seems that this creative space has become unproductive. This is because thousands of students from April 2020 to early 2022 have to undergo the learning process from home.

The creation of this creative space aims to accommodate all forms of work and creativity from the members of SMA Negeri 1 Krian at July 21, 2022. The creative space is a place to express creativity and hone psychomotor in addition to cognitive and affective competencies in formal subjects in the classroom. Although the facilities and infrastructure have been provided, it turns out that the important role of human resources is also an important thing that must be prepared properly. Therefore, the positive goal of having a creative space should be balanced with the ability of qualified human resources so that it can be managed and optimized for use.

The limited number and competence of human resources at SMA Negeri 1 Krian makes the creative space not well-utilized. Therefore, the presence of the community service program initiated by the State University of Surabaya is an opportunity to improve the competence of human resources as well as to rebrand the school to the wider community.

2 Method

2.1 Activity Flow

The flow of the implementation of the community service program at SMA Negeri 1 Krian can be seen in Fig. 1.

The explanation of Fig. 1 is as follows:

- 1) Survey and analysis of as-is conditions
The initial survey was carried out for mapping problems, offering solutions, and delegating teams and counterparts.
- 2) Preparation of training modules

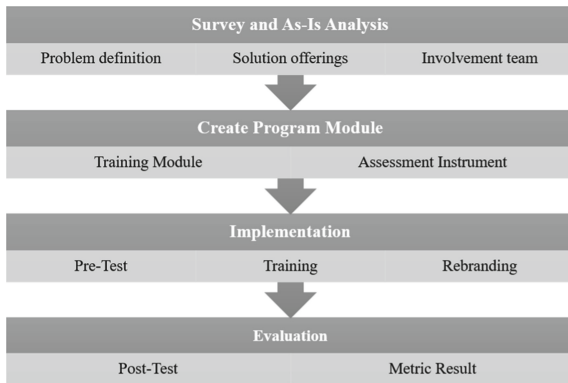


Fig. 1. Activity flow.

The training module is one of the outputs of the community service program given to SMA Negeri 1 Krian. This module contains how to take advantage of Facebook boosting, Google Ads, and SEO.

- 3) Preparation of program success assessment instruments. The pre-test and post-test questions contain 20 multiple choice questions that are full of digital marketing training materials and their relation to the rebranding of the creative space.
 - a. Pre-test (to measure the ability of participants before the community service program is implemented)
 - b. Post-test (to measure the ability of participants after the community service program is implemented)
- 4) Implementation
- 5) Evaluation

After receiving digital marketing training with certain tools, measurements are then taken:

- a. Participants' satisfaction with the training materials
- b. Post-test on digital marketing knowledge and skills

2.2 Tools and Technique

The minimum requirement specification for the implementation of community service programs at SMA Negeri 1 Krian can be seen in Table 1.

Table 1. Minimum requirement specification

Tools	Specification	Quantity
Personal Computer (PC)	Intel Core i3 Intel Graphic 512 MB RAM 4 GB Space Storage 50 GB Windows 7 or later Monitor 17"	41
Smartphone/Camera	Camera UHD Resolution 2160 pixels RAM 3 GB Space Memory 5 GB	41
Tripod	Height: 50" Smartphone or camera	2
Software	Canva Desktop Search engine/Browser	41

Table 2. Participant demography

Participant(s)	Specification	Quantity
Student	XI Class Already passed ICT courses Having smartphone with minimum requirement specification	40
IT Staff	Bachelor's degree of IT Having smartphone with minimum requirement specification	1

Table 3. Trainer team distribution

Trainer	Job description	Quantity
Primary trainer	Deliver materials to student and IT staff Software demo	2
Support	Provide some helps to the participants Assess pre-test and post-test	2
Administrator	Documentation and administration Post the press release	2

Table 1, except smartphone, shows the need for 41 PCs with minimum specifications and installed certain software. By default, the minimum specifications have been met by SMA Negeri 1 Krian.

2.3 Team Involvement

The teams involved in the training were divided into two teams, namely 41 participants and 6 trainers. A more detailed explanation can be seen in Table 2.

The trainer team consists of 6 people with the division of roles as shown in Table 3.

3 Results and Discussion

3.1 Improvement of Participants' Knowledge and Skill

From the implementation of the pre-test and post-test sessions, the results of the assessment of understanding and skills for each participant of the community service program can be seen in Table 4.

Table 4. Pre-test and Post-test Result

Participant ID	Pre-test	Post-test	Gap		Participant ID	Pre-test	Post-test	Gap	
			↑	%				↑	%
1	50	80	↑	30%	21	40	65	↑	25%
2	55	85	↑	30%	22	45	70	↑	25%
3	40	80	↑	40%	23	50	70	↑	20%
4	40	75	↑	35%	24	55	80	↑	25%
5	55	80	↑	25%	25	60	70	↑	10%
6	50	70	↑	20%	26	45	75	↑	30%
7	45	65	↑	20%	27	50	80	↑	30%
8	50	70	↑	20%	28	35	70	↑	35%
9	50	70	↑	20%	29	50	75	↑	25%
10	55	80	↑	25%	30	40	75	↑	35%
11	45	80	↑	35%	31	40	65	↑	25%
12	60	80	↑	20%	32	60	65	↑	5%
13	30	80	↑	50%	33	50	80	↑	30%
14	40	70	↑	30%	34	45	85	↑	40%
15	45	75	↑	30%	35	50	65	↑	15%
16	50	75	↑	25%	36	55	70	↑	15%
17	35	65	↑	30%	37	60	70	↑	10%
18	35	65	↑	30%	38	35	80	↑	45%
19	45	80	↑	35%	39	40	80	↑	40%
20	50	85	↑	35%	40	45	70	↑	25%

The average result of increasing the understanding and skills of participants who are students of SMA Negeri 1 Krian in Table 4 is 27 percent. We also can see the comparative result as seen on Fig. 2. Meanwhile, the qualitative training for 1 IT staff also increased significantly.

3.2 Participants' Satisfaction

Based on the participant satisfaction questionnaire, 41 people received the digital marketing training provided. The 5 critical factors focused on the participant satisfaction questionnaire are:

- a. Training time adequacy
- b. Clarity of the trainer in delivering the material
- c. Facilities provided
- d. Attitude and behavior of the trainer
- e. Continuous improvement

Table 5. Questionnaire responses

Critical factor	Mean score (1–5)
Training time adequacy	4.03
Clarity of the trainer in delivering the material	3.95
Facilities provided	3.93
Attitude and behavior of the trainer	4.13
Continuous improvement	3.83

**Fig. 2.** Focus Group Discussion for Digital Marketing Concept

After the questionnaires were distributed to 41 participants (see Fig. 2) with anonymous identities, a summary of the tabulated answers can be seen in Table 5.

3.3 Utilization of Creation Room

The creative space of SMA Negeri 1 Krian (see Fig. 3) can be used to produce digital content such as:

- a. Podcast
- b. Virtual tour
- c. Digital products exhibition
- d. Video blog (vlog)



Fig. 3. Creative Space at SMA Negeri 1 Krian

4 Conclusion

The conclusions from the implementation of a series of community service programs at SMA Negeri 1 Krian are as follows: (1) there is an increase in understanding of digital marketing to all program participants by 27%, (2) optimization of the creative space has been planned to produce digital works of the school community, and (3) participants' satisfaction with the trainer with a scale of more than 4.

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