

Digital Marketing and Public Speaking Training for Generation Z

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ABSTRACT: Generation Z has extensive and natural access to the internet, mobile devices, social media, and other technological innovations from an early age. Friendly interactions with technology have shaped the way Generation Z communicates, learns, and connects. The importance of career readiness in facing the ever-growing digital era is very crucial. Rapid technological transformation has changed the work landscape significantly. Many new jobs are emerging, while others are experiencing fundamental changes in skill demands. The abilities that generation Z needs to have are the ability to communicate and collaborate as well as digital marketing skills. The method of implementing the activity uses various methods such as lectures, discussions, questions and answers, as well as providing digital marketing and public speaking training for students to prepare them for entering the world of work and entrepreneurship. The results of the activity are that the lecturers provide digital marketing and public speaking training for students to become entrepreneurs and the lecturers provide motivation so that students are able to face preparations for entering the world of work and can continue to university level.

Keywords: Public Speaking, Digital Marketing, Gen Z



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INTRODUCTION

Generation Z, often referred to as the digital generation or internet generation, is a group born between the mid-1990s and the early 2010s. They grow up in an era where technology has become an inseparable part of everyday life. Unlike previous generations, Generation Z has had broad and natural access to the internet, mobile devices, social media and other technological innovations from an early age. Intimate interactions with technology have shaped the way Generation Z communicates, learns, and connects. They tend to use technology as their main tool in exploring the world, obtaining information, and collaborating with other people. Generation Z is the main recipient of technological developments such as artificial intelligence (AI), Internet of Things (IoT), and data analytics.

The importance of career readiness in facing the ever-growing digital era is very crucial. Rapid technological transformation has changed the work landscape significantly. Many new jobs are emerging, while others are experiencing fundamental changes in skill demands. Generation Z must prepare themselves with relevant skills and high adaptability in order to compete and succeed in this dynamic job market. Awareness of the importance of digital and non-digital skills is the key for Generation Z to achieve career success in the future.

One of the abilities that generation Z needs to have is the ability to communicate and collaborate. The ability to communicate is a principle and quite fundamental thing for social creatures in interacting with the environment outside themselves. Communication itself has many goals and purposes for each individual, both to show one's existence, to provide information and to influence someone to follow the communication message conveyed. For students who fall into the Generation Z category, it is probably very natural that currently they often feel nervous and panicked when asked to come forward, whether for a presentation, speech or making an announcement. If a situation like this is still experienced, then the thing that must be done is to practice public speaking skills (Hasibuan et al., 2022; Laske & DiGennaro Reed, 2022; Yee et al., 2022). However, for a professional, public speaking skills are a must that need to be mastered because they are closely related to the career they are building (Jean-Pierre et al., 2023; Zhussupova & Shadiev, 2023).

Public speaking is one of the skills that must be mastered by the younger generation to prepare for future careers (Marshall-Wheeler & Meng, 2022; Regnell, 2023; Sarpourian et al., 2022). According to Verderber, Verdeber and Sellnow in their book entitled *The Challenge of Effective Speaking* (2008), they say “public speaking skills empower us to communicate ideas and information in a way that all members of the audience can understand” (Shafiei, 2022). From this statement, public speaking is a presentation delivered orally which is often delivered formally where the audience is gathered in a certain context (Harlow, 2023; McKinlay & Norton, 2023). Speaking to improve one's quality is not only achieved by just talking, but by the art of speaking which has informative, entertaining, interesting and influential value. This assumption then becomes the basis for the importance of individuals mastering the art of public speaking (Hamzah et al., 2022). Public speaking has been defined as the art of speaking skills by rhetoricians since the century before Christ (Alsaleem & Hamzah, 2022; Plaisted et al., 2022; Yadav et al., 2022). The term rhetoric (rhetoric) or (rhet) itself means a person who is skilled at speaking which then continues to experience development in meaning such as skills in creating views, ideas, speaking skills, skills in influencing people through words, creation and improvisation (Siregar, 2022). Whether we realize it or not, most of our daily activities are filled with talking, which is part of verbal communication. Even though speaking is often done, it is not a guarantee that someone will master the art of speaking, especially speaking in public. For some people, public speaking activities require special skills (Lim et al., 2023; Rayani et al., 2023). There are at least two skills or skills that must be mastered, namely listening and speaking as shown in the following picture:



Picture 1. Relationship between Listening and Speaking

This picture explains a relationship that occurs directly or face to face. Listening skills are direct, appreciative, receptive and functional. Meanwhile, speaking skills are direct, productive and expressive. These two skills can be mastered with a lot of training and practice to master the art of public speaking (Griebler et al., 2022; S, 2021; Zhussupova & Shadiev, 2023).

Apart from public speaking skills, the important thing to master is digital marketing (Al-Ababneh et al., 2023). Digital Marketing or digital marketing can be defined as all marketing efforts using electronic devices/the internet with various marketing tactics and digital media where you can communicate with potential consumers who spend time online. There are various accesses for potential consumers to see your offers, such as websites, blogs, social media (Instagram, WhatsApp, Line, etc.).

From these various accesses they will communicate with business people. Digital marketing is an online sales strategy where online sales is a buying and selling activity that is carried out online, in this case buyers and sellers do not carry out direct transactions face to face, of course the media used can be a website or application that can be accessed via electronic devices (Haryadi et al., 2021). Meanwhile, according to (Pradiani, 2017) Digital Marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out.

The problem that occurs at SMKN 44 Central Jakarta regarding the development of public speaking soft skills in grade 12 students is that students lack communication skills and feel afraid when they have the opportunity to speak in public. They consider speaking in public to be something they avoid and are afraid of for reasons of nervousness, lack of self-confidence and so on, so they are reluctant to do it. Having the ability to speak in public such as making speeches, presentations, providing motivation and so on has become a skill that must be possessed by everyone, whether students, entrepreneurs, employees, company leaders or state leaders. As vocational high school students who will soon determine their future, the ability to speak in public is an additional skill that they need to master besides the skills they have learned while at school. Having public speaking skills, especially if they can master them, will serve as their capital in preparing themselves for the world of work and college later. Public speaking can be a powerful tool for purposes such as motivation, persuasion, information, or simply entertaining. A confident speaker usually considers this a hobby and a joy (Pereira dos Santos et al., 2022; Rifat et al., 2022). In this increasingly competitive era, companies now require us to have good communication skills in public. Of course, it is not easy for someone to be clever and skilled at public speaking, they need to study and practice and have the courage to try activities related to public speaking (Lewis & Parshall, 2023; Ortiz et al., 2022).

Meanwhile, the digital marketing problem is that there is no interest from students at SMKN 44 Central Jakarta in becoming entrepreneurs and they still don't understand how to start a business(Cai & Choi, 2023; Munir et al., 2023). Based on interviews conducted with several students, it was found that: 1) Students do not have an interest in entrepreneurship, 2) there are students who have an interest in starting entrepreneurship, but still do not have sufficient knowledge, 3) students' lack of knowledge regarding digital marketing. This is also reinforced by the results of observations which show that there are students who already know digital marketing, even though the answers given are only basic knowledge(Aancy et al., 2023; Kurniawati, 2023).

SMKN 44 Central Jakarta is located at Jalan Harapan Jaya 9/5A, Kemayoran, Central Jakarta, DKI Jakarta and has 5 departments, namely Accounting, Marketing, Office Administration, Office Automation and Management as well as Computer and Network Engineering. (<https://smkn44jakarta>, 2023).

METHOD

The series of service activities is carried out in two stages. The first stage was observation where the university visited SMKN 44, Kemayoran, Central Jakarta to identify problems that occurred among students regarding public speaking and digital marketing. The second stage is carrying out activities to provide material regarding public speaking and digital marketing and their application. The method implemented in the second stage is as follows:

1. Lecture, this method is used to convey explanations to students regarding material related to introducing digital marketing, how digital marketing works and utilizing social media in marketing. Next is an introduction and practice regarding public speaking
2. Questions and answers and discussion, this method is used to explore problems related to the lecture material. Apart from that, it is also related to the difficulties and problems that students often face in implementing digital marketing using social media in selling online so that it can have an impact on increasing sales. And also practice public speaking when giving presentations in public.

The flow model for implementing activities is as follows:



Gambar 1.1 Alur Skema Pelaksanaan Pelatihan

RESULT AND DISCUSSION

The team of lecturers from the Jakarta LP3I Polytechnic and the Jakarta STIAMI Institute carried out community service activities at SMKN 44, Kemayoran, Central Jakarta on 14 and 16 November 2023 and went smoothly and received positive responses from students and teachers. The material provided is about the use of digital marketing as a promotional medium to increase sales and the practice of public speaking to create positive communication (Buser & Yuan, 2023; Jean-Pierre et al., 2023; Pereira dos Santos et al., 2022). The expected result after the end of this activity is an increase in the participants' insight and knowledge regarding the use of digital marketing and being able to communicate positively and effectively.

1. Identification phase.

The team of lecturers visited SMKN 44 Kemayoran, Central Jakarta to conduct interviews with teachers and students about the problems experienced regarding the use of digital marketing in promoting products or services and the ability to communicate publicly. Then at this phase, an agreement was also made regarding the implementation of community service activities which will be carried out face-to-face for 2 days starting at 08.00 -16.00 WIB.

2. Implementation phase.

The implementation of community service activities will be carried out face-to-face located at the Hall of SMKN 44, Central Jakarta on November 14, 2023 and November 16, 2023, from 08.00 WIB to 16.00 WIB.

a. Lecture Method

The participants who are class XII students of SMKN 44 Central Jakarta gathered in the Hall since 07.30 WIB to prepare for the event which will start at 08.00 WIB. The number of participants who attended this abdimas activity was 120 class XII students.

The presentation of material was carried out by 2 (two) speakers regarding:

- 1) optimization of digital marketing through Instagram social media
- 2) Practice public speaking to create positive communication (Bachmann et al., 2023; Gallego et al., 2022)

b. Method of Discussion between Speakers and Community Service Participants

This method is carried out to explore questions related to the presentation of material and problems that are often faced by students in the application of digital marketing using social media in selling online so that it can have an impact on increasing sales, good promotional media posting techniques, not understanding how to make copy writing and also about the right time to do promotional posts on social media. And also practice public speaking when making presentations in public (Ahmadi, 2023; Boromisza-Habashi & Fang, 2023). This method is carried out interactively between lecturers and class XII students of SMKN 44 Central Jakarta.

(Jamiat & Supyansuri, 2020) Said that the use of digital marketing can help increase sales of MSMEs in Sukapura Dayeuhkolot, Bandung Regency from year to year. Community service activities carried out by (Harahap et al., 2021) at FKRW MSMEs in Teluk Pucung Village. conveyed that the ability and knowledge of digital marketing training participants have increased, both in theory and practice so that participants are able to create content and product captions sold on their respective Instagram accounts.

In addition, according to Prayitno (2021), SMEs can maintain business continuity during the Covid-19 pandemic, one of which is due to the use of Whatsapp business social media as a sales promotion medium. (Stelzner, n.d.) said that social media can help SME owners in marketing products. Understanding social media according to Stockdale, Ahmed and Scheepers (2012)(Stockdale & Scheepers, n.d.) is a group of internet-based applications that create the ideological and technological foundations of web 2.0 that allow to create and exchange user generated content. Digital marketing, especially social media used by MSMEs in Karawang Regency is effective in promoting products, this can be seen from the correlation between social media immersion and promotion effectiveness (Estiana, 2021).

(Agoestyowati, 2023) mentioned that being able to speak in public, is skill that is needed now. It is often used in various events, both formal and informal events, such as seminars, art performance, training, birthdays, inauguration, company gatherings and others. Basically, the ability to speak in public can be learned and trained, the more often we do it, the more skilful and courageous will appear confidently.

(Fitria, 2022) states that basically public speaking skills can be learned and trained, the more often we do it, the more skilled and confident we will be (Brown & Welch, 2022; Rubin et al., 2022). In this increasingly competitive era, companies today require us to have good communication skills in public. Of course, it is not easy for someone to be smart and expert in public speaking, it is necessary to learn and practice and dare to try activities related to public speaking (Fehlmann et al., 2023; Merdes, 2023; Partika et al., 2023).

The result of this service activity is that students can increase knowledge and expertise about the use of digital marketing in increasing sales of products or services and improving the ability to communicate effectively and positively in public.

CONCLUSION

The Community Service Program is the implementation of the Tri Dharma of Higher Education called for by the government (Education, Research and Community Service), as well as one of the implementations of community service as a form of proving the knowledge and skills possessed. The implementation of the Community Service Program 2023 that was conducted on November 14 and 16, 2023 is the utilization of digital marketing in increasing sales and improving communication skills effectively and positively for students at SMKN 44, Kemayoran, Central Jakarta.

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