

Digital Marketing Literacy Training to Enhance Creativity and Economic Independence among Youth

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ABSTRAK

Program pengabdian kepada masyarakat ini bertujuan meningkatkan kreativitas dan kemandirian ekonomi generasi muda melalui pelatihan literasi digital marketing. Perkembangan pesat teknologi digital telah mengubah pola komunikasi dan aktivitas ekonomi sehingga menuntut generasi muda memiliki kompetensi digital yang adaptif dan produktif. Program pelatihan menggunakan pendekatan partisipatif berbasis praktik yang mencakup konsep digital marketing, strategi branding melalui media sosial, pembuatan konten kreatif, serta pemanfaatan platform digital untuk kegiatan kewirausahaan. Peserta terdiri atas generasi muda yang memiliki minat dalam pengembangan usaha dan kreativitas digital. Evaluasi program dilakukan melalui kuesioner, observasi, dan penilaian terhadap hasil praktik peserta untuk mengukur peningkatan pemahaman dan keterampilan digital marketing. Hasil kegiatan menunjukkan bahwa pelatihan berhasil meningkatkan pemahaman peserta mengenai strategi digital marketing, keterampilan dalam menghasilkan konten promosi yang menarik, serta motivasi untuk mengembangkan usaha mandiri berbasis digital. Selain itu, peserta menunjukkan peningkatan kemampuan komunikasi digital, kepercayaan diri, serta penggunaan teknologi yang produktif dan beretika. Capaian paling signifikan dari program ini adalah meningkatnya kesiapan peserta dalam merancang dan mengimplementasikan strategi pemasaran digital secara mandiri untuk mendukung pengembangan usaha yang berkelanjutan. Program ini membuktikan bahwa literasi digital marketing merupakan strategi pemberdayaan yang efektif dalam membentuk generasi muda yang kreatif, inovatif, dan mandiri secara ekonomi di era digital.

ABSTRACT

This community service program aimed to enhance youth creativity and economic independence through digital marketing literacy training. The rapid development of digital technology has transformed communication patterns and economic activities, requiring young people to possess adaptive and productive digital competencies. The training program employed a participatory and practice-based approach covering digital marketing concepts, social media branding strategies, creative content creation, and the utilization of digital platforms for entrepreneurial activities. The participants consisted of young people interested in business development and digital creativity. Program evaluation was conducted using questionnaires, observation, and assessments of participants' practical performance to measure improvements in digital marketing knowledge and skills. The results showed that the training successfully improved participants' understanding of digital marketing strategies, their ability to produce engaging promotional content, and their motivation to develop independent digital-based businesses. In addition, participants demonstrated enhanced digital communication skills, greater self-confidence, and more productive and ethical use of technology. The most significant outcome of the program was

the participants' increased readiness to independently design and implement digital marketing strategies to support sustainable business development. The program demonstrates that digital marketing literacy is an effective empowerment strategy for developing creative, innovative, and economically independent youth in the digital era.

INTRODUCTION

Despite the growing number of studies discussing digital marketing and digital literacy, there remains a significant gap in community service practices focusing specifically on youth creativity and economic independence through structured digital marketing literacy training. Most previous community service programs have primarily targeted MSMEs, local business owners, or established entrepreneurs by emphasizing promotional techniques, marketplace optimization, and digital sales performance (Handayani, 2023; Terttiaavini et al., 2023). Although these initiatives have successfully strengthened business competitiveness, they have paid relatively limited attention to empowering young people who are at the early stage of entrepreneurial development. Furthermore, previous programs generally concentrated on improving technical marketing skills without integrating creativity development, entrepreneurial mindset formation, ethical digital practices, and sustainable economic empowerment into a single learning framework. Consequently, practical community-based training models that simultaneously cultivate digital competencies, creative content production, innovation, and entrepreneurial readiness among youth remain scarce.

The selected community group comprised young people because they represent one of the most active demographic groups in utilizing digital technologies, social media platforms, and online communication networks. Despite their high level of digital engagement, many young people still use digital platforms primarily for social interaction and entertainment rather than for productive economic activities. This condition indicates a gap between digital accessibility and entrepreneurial capability that requires targeted educational intervention. In addition, youth possess strong creative potential, adaptability to technological innovation, and long-term capacity to become future digital entrepreneurs who contribute to local economic development. Therefore, empowering this community group through structured digital marketing literacy training is expected to generate sustainable impacts by transforming digital familiarity into productive entrepreneurial competence.

The novelty of this community service project lies not merely in providing digital marketing training but in introducing an integrated community empowerment model that explicitly differs from previous community service activities. While earlier programs mainly focused on assisting existing MSMEs in improving online promotion and marketing performance (Handayani, 2023; Terttiaavini et al., 2023), the present program positions youth as prospective digital entrepreneurs by combining digital marketing literacy, creativity enhancement, entrepreneurial capacity building, and economic independence within a participatory and practice-based training model. Unlike previous initiatives that emphasized isolated technical skills, this program integrates social media branding, creative content production, ethical digital communication, and project-based entrepreneurial practice aligned with current digital trends and youth culture (Putra et al., 2024). This comprehensive approach enables participants not only to acquire technical marketing competencies but also to develop innovative thinking, self-confidence, and readiness to create sustainable digital business opportunities. Accordingly, the program offers a more holistic and sustainable model of community empowerment by preparing young people to become active innovators and contributors within the evolving digital economy ecosystem.

In addition, the relevance of this program is strengthened by the increasing importance of digital-based economic empowerment in contemporary society. Studies have shown that digital literacy contributes significantly to community empowerment and economic resilience, particularly in local and rural communities (Regif et al., 2023). The transformation toward digital economic systems also aligns with the broader development of Islamic economic movements and sharia-based digital business practices emphasizing ethical values, transparency, and social responsibility (Shulthoni et al., 2023). Therefore, digital marketing literacy training can become an effective strategy to foster productive, creative, and economically independent youth capable of adapting to technological and economic changes.

METHOD

This community service program employed a participatory and practice-oriented approach aimed at improving digital marketing literacy among youth participants. The activity was conducted through several systematic stages consisting of preparation, implementation, mentoring, and evaluation. The participants of this program were young people aged between 17–25 years who had an interest in entrepreneurship, digital business, and creative content development.

The preparation stage began with identifying participants' needs and analyzing their initial understanding of digital marketing. This process was carried out through informal interviews and simple questionnaires to determine participants' digital literacy levels, social media usage patterns, and entrepreneurial interests. Based on the findings, training materials and learning modules were designed according to participants' needs and current digital marketing trends.

The implementation stage was conducted through interactive workshops and practical training sessions. The materials presented included the introduction of digital marketing concepts, social media branding strategies, content creation techniques, copywriting, basic graphic design, and the utilization of online marketplaces. Participants were also introduced to the use of digital applications and social media platforms such as Instagram, TikTok, Canva, and WhatsApp Business for promotional purposes. During the training process, participants were encouraged to actively create promotional content and develop simple digital marketing projects individually or in groups.

The mentoring stage focused on assisting participants in applying the knowledge and skills obtained during the training. Facilitators provided guidance in designing promotional strategies, improving content quality, and optimizing social media engagement. Participants were also motivated to explore business ideas based on their personal interests and local economic potential.

The evaluation stage was conducted through observation, discussion, and assessment of participants' digital marketing outputs. The evaluation indicators included participants' understanding of digital marketing concepts, creativity in producing digital content, and their ability to utilize digital platforms for entrepreneurial activities. The results of the program were expected to contribute to enhancing youth creativity, digital competence, and economic independence in the digital era.

RESULT AND DISCUSSION

Theoretical Framework of Digital Marketing Literacy and Youth Empowerment

Digital marketing literacy has emerged as an essential competency in the contemporary

digital era, particularly among young people who are highly connected to technological developments and online communication platforms. The concept of digital marketing literacy refers to the ability to understand, evaluate, create, and utilize digital media and technological platforms for marketing and entrepreneurial purposes. This literacy encompasses not only technical skills in operating digital tools but also strategic competencies in communication, branding, audience engagement, and content management. In the context of modern society, digital marketing literacy has become increasingly important because economic activities and business interactions are progressively shifting toward digital ecosystems. The rapid transformation of digital communication has encouraged individuals and communities to adapt to innovative marketing practices capable of increasing economic competitiveness and sustainability (Alkhatib et al., 2023).

The theoretical foundation of digital marketing literacy is closely related to the broader concept of digital literacy, which emphasizes the ability to access, analyze, and effectively utilize digital information. Digital literacy is considered one of the fundamental competencies required in twenty-first-century education and social development. Educational transformation in the digital era has highlighted the importance of equipping young people with digital competencies that support creativity, collaboration, critical thinking, and communication skills (Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi, 2022). Furthermore, digital literacy contributes significantly to the development of adaptive and innovative learning environments, enabling young people to become active participants in the digital economy rather than passive technology users (Pratama et al., 2025).

The relationship between digital marketing literacy and youth empowerment can be understood through the concept of economic empowerment, which refers to efforts aimed at increasing individuals' capacities, opportunities, and independence in managing economic resources. Youth empowerment is not merely associated with providing employment opportunities but also with encouraging young people to become creative entrepreneurs capable of generating innovative economic activities. In this regard, digital marketing literacy functions as a strategic instrument that enables youth to explore entrepreneurial opportunities through social media, e-commerce platforms, and digital branding strategies. The increasing accessibility of digital technology allows young people to create and market products or services independently without requiring large financial capital (Handayani, 2023).

Digital marketing literacy also plays an important role in fostering creativity among youth. Creativity is considered a crucial element in digital entrepreneurship because successful online marketing requires innovative communication strategies and engaging digital content. Contemporary digital marketing practices emphasize visual storytelling, audience interaction, and creative content development tailored to consumer preferences. Research conducted by Enjang and Sani (2025) demonstrated that Generation Z audiences are particularly attracted to marketing content characterized by originality, entertainment value, visual quality, and interactive communication. Therefore, young people who possess digital marketing literacy are more capable of developing creative strategies that increase audience engagement and market competitiveness.

Another important theoretical dimension is the influence of social media and digital influencers in shaping modern marketing ecosystems. Social media platforms such as Instagram, TikTok, Facebook, and YouTube have transformed the way businesses communicate with consumers. Marketing strategies are increasingly dependent on content creators and digital influencers who possess strong audience engagement and persuasive communication abilities.

Riadi et al. (2022) explained that digital influencers significantly contribute to consumer trust, purchasing decisions, and online brand visibility. This phenomenon indicates that digital marketing literacy involves not only technological understanding but also social communication skills and digital networking competencies. Youth who understand digital marketing dynamics are more likely to build effective online branding strategies and entrepreneurial identities.

The integration of digital technology into economic activities has also encouraged the emergence of digital-based economic empowerment models within local communities. Studies have shown that digital literacy contributes positively to strengthening community resilience and economic independence, particularly in rural and local contexts. Regif et al. (2023) emphasized that digital literacy associated with green economy principles supports community empowerment and enhances the sustainability of small business activities. Likewise, Terttiaavini et al. (2023) found that digital marketing training programs successfully improved sales performance and promotional effectiveness among local artisans. These findings suggest that digital marketing literacy can become an effective medium for promoting inclusive and sustainable economic development among young people and communities.

From the perspective of Islamic economics, digital marketing literacy is also closely related to ethical business principles and social responsibility. The transformation of contemporary Islamic economic movements has encouraged the adoption of digital economic systems aligned with sharia principles, including transparency, fairness, honesty, and mutual benefit (Jahar, 2015). Digital marketing activities conducted by youth entrepreneurs are therefore expected to reflect ethical communication practices and responsible business behavior. Putra et al. (2024) explained that the implementation of sharia economic principles in digital economic systems remains highly relevant despite various technological and regulatory challenges. Similarly, Shulthoni et al. (2023) emphasized that sharia marketing models prioritize ethical values, trust-building, and long-term relationships with consumers. Consequently, digital marketing literacy among youth should not only focus on technical marketing competencies but also incorporate ethical and moral dimensions in digital business practices.

The advancement of artificial intelligence and financial technology has further strengthened the relevance of digital marketing literacy in contemporary economic development. Panggabean et al. (2025) highlighted that AI-powered social media marketing and digital wallet adoption significantly contributed to the growth of SMEs and local economic activities. In addition, digital financial services and online transaction systems have improved economic inclusion and financial accessibility among communities (Aripin et al., 2022). These technological developments indicate that digital marketing literacy must evolve continuously to respond to changes in digital consumer behavior, online transaction systems, and technological innovation.

The theoretical framework of digital marketing literacy and youth empowerment demonstrates that digital competence, creativity, entrepreneurship, and ethical values are interconnected elements in developing economically independent youth. Young people who possess strong digital marketing literacy are better prepared to adapt to economic transformation, create innovative business opportunities, and contribute positively to community development. Therefore, strengthening digital marketing literacy through training and empowerment programs becomes an important strategy for preparing a creative, adaptive, and economically resilient generation in the digital era.

Implementation of Digital Marketing Literacy Training Program

The implementation of the digital marketing literacy training program was designed as a

participatory and practice-based community empowerment activity aimed at improving youth creativity and economic independence in the digital era. The program focused on equipping participants with practical competencies in utilizing digital platforms, social media, and online marketing strategies to support entrepreneurial activities and economic productivity. In contemporary society, digital literacy has become one of the most important competencies required to face rapid technological and economic transformation. The development of digital communication systems and online business ecosystems has encouraged communities, particularly young people, to adapt to innovative marketing methods capable of increasing competitiveness and sustainability in the digital economy (Pratama et al., 2025). Therefore, the implementation of this training program was expected to strengthen youth capacity in responding to digital economic opportunities creatively and productively.

The training program began with a preliminary needs assessment aimed at identifying participants' understanding of digital marketing, entrepreneurial interests, and patterns of social media usage. This initial stage was essential to ensure that the training materials and methods were aligned with participants' backgrounds and learning needs. The assessment indicated that most participants actively used social media platforms such as Instagram, TikTok, Facebook, and WhatsApp but lacked adequate understanding of how these platforms could be optimized for business and marketing purposes. This finding reflects broader social conditions in which digital technology is widely accessible among youth, yet productive and strategic utilization remains limited (PMK, 2023). Consequently, the program emphasized the transformation of social media use from entertainment-oriented activities into productive digital entrepreneurship practices.

The implementation process employed interactive learning approaches combining lectures, workshops, demonstrations, group discussions, and direct practice sessions. The use of participatory learning methods aimed to create an engaging educational environment where participants actively contributed to discussions and practical activities. Digital literacy education in the twenty-first century requires interactive and collaborative learning models that encourage creativity, innovation, and critical thinking skills (Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi, 2022). Through these approaches, participants were encouraged not only to understand digital marketing theories but also to develop practical skills relevant to contemporary digital business ecosystems.

The first phase of the training focused on introducing the fundamental concepts of digital marketing and digital entrepreneurship. Participants were introduced to the characteristics of digital markets, consumer behavior in online environments, and the importance of branding in social media marketing. In addition, the facilitators explained how digital marketing strategies have transformed modern business communication patterns through interactive and technology-based engagement. Alkhatib et al. (2023) emphasized that digital marketing strategies have become increasingly important in creating sustainable and adaptive business models within rapidly changing economic environments. Therefore, understanding digital marketing concepts became a crucial foundation for developing participants' entrepreneurial competencies.

The second phase of the training emphasized practical content creation and social media branding strategies. Participants received hands-on guidance in creating attractive visual content, writing persuasive captions, designing simple promotional materials using digital applications, and producing short-form video content suitable for contemporary social media trends. This practical activity was particularly important because creativity has become one of the key determinants of successful digital marketing campaigns. Enjang and Sani (2025) explained that Generation Z audiences are highly attracted to interactive, visually appealing, and authentic digital

content capable of creating emotional engagement. Consequently, participants were encouraged to develop creative communication styles that reflected originality and audience-centered marketing approaches.

In addition to content creation, the training program also introduced participants to the role of digital influencers and audience engagement strategies in online marketing ecosystems. Participants learned how communication patterns, personal branding, and social networking influence consumer trust and purchasing decisions. The facilitators emphasized the importance of building positive digital identities and maintaining ethical online interactions to establish sustainable relationships with audiences. Riadi et al. (2022) highlighted that digital influencers significantly contribute to strengthening brand awareness and consumer trust in digital marketing environments. Therefore, participants were encouraged to develop responsible communication practices capable of increasing audience engagement while maintaining professionalism and ethical values.

The program further integrated discussions regarding ethical digital marketing practices and Islamic economic principles within digital business activities. This aspect was considered important because the development of digital entrepreneurship should not solely prioritize profit-oriented strategies but also emphasize ethical communication, honesty, transparency, and social responsibility. Putra et al. (2024) explained that the implementation of sharia economic principles remains highly relevant within contemporary digital economic systems despite various technological and social challenges. Similarly, Shulthoni et al. (2023) emphasized that sharia marketing models prioritize trust-building, fairness, and long-term customer relationships. Through this approach, participants were encouraged to understand that sustainable digital entrepreneurship requires both technical competence and ethical responsibility in online business practices.

Another important component of the training involved introducing participants to digital financial systems and online transaction technologies. Participants learned about digital payment methods, e-wallet applications, and online financial management systems supporting digital business activities. The integration of digital financial literacy into the program was essential because economic inclusion and financial accessibility have become increasingly dependent on digital technologies. Aripin et al. (2022) explained that digital financial services significantly contribute to improving financial literacy and inclusion within modern communities. Additionally, Panggabean et al. (2025) found that the adoption of AI-powered social media marketing and digital wallet systems positively influenced the growth of small businesses and local economic development. Therefore, participants were encouraged to combine digital marketing strategies with effective financial management practices.

Throughout the implementation process, mentoring and evaluation activities were conducted continuously to monitor participants' progress and provide constructive feedback. Facilitators assisted participants in refining promotional content, improving branding strategies, and identifying potential entrepreneurial opportunities based on local economic resources and personal interests. The mentoring approach also aimed to increase participants' self-confidence and motivation in developing independent business initiatives. Community empowerment programs that integrate digital literacy and practical mentoring have been shown to contribute significantly to strengthening local economic resilience and entrepreneurial capacity (Regif et al., 2023). Similarly, Terttiaavini et al. (2023) demonstrated that digital marketing training positively affected sales performance and business development among local communities.

The implementation of the digital marketing literacy training program demonstrated that participatory and practice-oriented educational approaches can effectively enhance youth creativity, digital competence, and entrepreneurial motivation. The program not only improved participants' technical understanding of digital marketing but also encouraged the development of innovative thinking, ethical communication practices, and economic independence. By integrating digital literacy, creativity development, entrepreneurship education, and ethical business values, the program contributed to preparing young people to become adaptive and productive actors within the contemporary digital economy ecosystem.

Impact of Training on Creativity and Economic Independence of Youth

The implementation of the digital marketing literacy training program produced significant impacts on the creativity and economic independence of youth participants. The program not only improved participants' understanding of digital technology and online marketing strategies but also encouraged them to develop innovative ideas and entrepreneurial initiatives adapted to contemporary digital economic trends. In the current era of rapid technological transformation, digital literacy has become one of the most important competencies required for social and economic participation. Young people who possess adequate digital competencies are more capable of adapting to changing market demands, utilizing technological opportunities, and creating productive economic activities through digital platforms (Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi, 2022). Therefore, the training program contributed positively to strengthening participants' readiness to engage in the digital economy ecosystem.

One of the most visible impacts of the training program was the enhancement of participants' creativity in producing digital marketing content. Before participating in the program, many participants primarily used social media for entertainment and interpersonal communication purposes without understanding its potential as a business and marketing instrument. After receiving practical training in content creation, branding strategies, and online communication techniques, participants demonstrated increased ability to design attractive promotional materials, create short-form videos, and develop persuasive social media captions. These improvements indicate that digital literacy training can stimulate creative thinking and innovation among youth by encouraging them to explore new communication methods and digital storytelling approaches (Enjang & Sani, 2025).

The improvement of creativity among participants was also reflected in their ability to adapt digital content to audience preferences and current social media trends. Contemporary digital marketing environments require content creators to produce visually engaging, authentic, and interactive communication capable of capturing audience attention. Participants learned to combine creativity with strategic communication techniques to build stronger engagement with online audiences. This finding aligns with the study conducted by Riadi et al. (2022), which emphasized that digital communication strategies and influencer-based marketing significantly influence audience trust and consumer interaction within online marketing ecosystems. As a result, participants became more confident in expressing ideas creatively and utilizing social media as a productive platform for entrepreneurial activities.

In addition to creativity development, the training program significantly contributed to improving participants' entrepreneurial motivation and economic independence. Many participants began to recognize that digital platforms could serve as accessible and low-cost opportunities for generating income and developing small businesses. Through practical activities

involving product promotion, branding, and online marketing simulations, participants developed greater confidence in initiating independent economic activities. Digital marketing literacy training encouraged participants to shift their perspectives from being passive technology consumers toward becoming active digital entrepreneurs capable of creating economic value through innovation and creativity (Handayani, 2023).

The development of economic independence among participants was also supported by the accessibility and flexibility offered by digital business models. Online marketing systems allow young entrepreneurs to promote products and services without requiring significant financial capital or physical business infrastructure. This condition is particularly beneficial for youth communities facing limited employment opportunities and economic resources. Studies have shown that digital literacy and technology-based entrepreneurship can contribute positively to strengthening local economic resilience and community empowerment (Regif et al., 2023). Similarly, Terttiaavini et al. (2023) demonstrated that digital marketing training programs improved the productivity and sales performance of local businesses through the optimization of online promotional strategies. Therefore, the training program provided participants with practical alternatives for achieving economic independence in the digital era.

Another important impact of the training program was the improvement of participants' digital confidence and communication skills. Throughout the mentoring and practical learning processes, participants became more capable of presenting ideas publicly, interacting with audiences online, and building professional digital identities. These communication skills are essential within contemporary digital marketing ecosystems, where audience engagement and trust significantly influence business success. Huda et al. (2025) explained that social media marketing activities contribute not only to increasing brand awareness but also to strengthening trust and digital literacy among online communities. Consequently, participants developed better understanding regarding the importance of maintaining positive communication patterns, ethical online interactions, and consistent branding strategies.

The program also strengthened participants' understanding of ethical digital entrepreneurship and responsible business practices. The integration of Islamic economic values and ethical marketing principles within the training activities encouraged participants to recognize the importance of honesty, transparency, and social responsibility in conducting digital business activities. This ethical orientation is highly relevant in contemporary digital economic systems, where online interactions and business transactions often involve issues related to trust, credibility, and information transparency. Putra et al. (2024) emphasized that the implementation of sharia economic principles remains important within digital economic environments characterized by rapid technological development and increasing online commercial activities. Likewise, Shulthoni et al. (2023) highlighted that ethical communication and trust-building are central components of sustainable digital marketing models. Therefore, the program contributed not only to technical competency development but also to the cultivation of ethical awareness in digital entrepreneurship practices.

The training program further enhanced participants' awareness regarding the broader social and environmental dimensions of digital entrepreneurship. Discussions related to sustainable business practices and environmentally responsible marketing strategies encouraged participants to understand that digital business activities should contribute positively to society and environmental sustainability. Alkhatib et al. (2023) explained that contemporary digital marketing strategies increasingly emphasize sustainability values and socially responsible business communication. This perspective motivated participants to develop business ideas that

not only generated economic benefits but also reflected social and environmental awareness within digital communities.

Another significant impact involved participants' increased understanding of digital financial systems and financial inclusion opportunities. Through the introduction of digital payment applications, e-wallet systems, and online financial management practices, participants became more familiar with contemporary digital transaction systems supporting entrepreneurial activities. Aripin et al. (2022) explained that digital financial services significantly contribute to improving financial literacy and economic inclusion within modern societies. Furthermore, the adoption of digital financial technologies has become increasingly important in supporting small-scale businesses and entrepreneurial initiatives. Panggabean et al. (2025) also highlighted that AI-powered marketing technologies and digital wallet systems positively influenced local business growth and economic activities. As a result, participants developed greater confidence in managing online transactions and integrating digital financial tools into their entrepreneurial activities.

The impact of the program was also reflected in participants' changing perspectives regarding employment and economic opportunities. Many participants began to view entrepreneurship as a realistic and achievable career path rather than relying solely on conventional employment opportunities. This transformation is important because economic independence among youth is closely related to self-confidence, innovation capacity, and entrepreneurial initiative. Ismail and Suryani (2022) explained that digital marketing has become an effective alternative entrepreneurial method among students and young entrepreneurs due to its accessibility and flexibility within online business environments. Similarly, Ni Luh Gede Mita and Pemayun (2024) emphasized that economic independence contributes significantly to strengthening community resilience and social sustainability.

In a broader context, the training program demonstrated that youth empowerment through digital marketing literacy can contribute positively to social and economic transformation within communities. The combination of digital competence, creativity, entrepreneurial motivation, ethical awareness, and financial literacy created a holistic empowerment process capable of preparing young people for the challenges of the digital economy era. Furthermore, the integration of digital literacy education into community empowerment programs aligns with the broader transformation of contemporary Islamic economic movements emphasizing innovation, inclusiveness, and social welfare (Jahar, 2015). Therefore, the digital marketing literacy training program not only improved participants' individual competencies but also contributed to fostering a generation that is adaptive, creative, ethically responsible, and economically independent within rapidly evolving digital societies.

CONCLUSION

The digital marketing literacy training program demonstrated a significant contribution to enhancing youth creativity and economic independence in the digital era. Through participatory and practice-oriented learning activities, participants improved their understanding of digital marketing strategies, social media branding, content creation, and online entrepreneurial practices. The program also strengthened participants' creativity in producing innovative digital content and encouraged them to utilize digital platforms more productively for economic purposes. In addition, the integration of ethical values and digital financial literacy within the training activities contributed to the development of responsible and sustainable entrepreneurial attitudes among youth participants. Overall, the program successfully

empowered young people to become more adaptive, confident, and capable of participating actively in the contemporary digital economy ecosystem.

The training program highlighted that digital literacy-based empowerment initiatives can serve as effective strategies for supporting sustainable community development and youth economic resilience. The combination of creativity development, digital competence, entrepreneurial motivation, and ethical awareness created a holistic learning experience capable of preparing youth to face future economic and technological challenges. Therefore, it is recommended that similar community service programs be conducted continuously and expanded to broader community groups, including rural youth, students, and local small business communities. Future programs should also integrate advanced digital marketing topics such as artificial intelligence-based marketing, e-commerce optimization, and digital financial management to further strengthen youth competitiveness and economic sustainability in the evolving digital landscape.

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