



**ANALYSIS OF THE ROLE OF DIGITAL LITERACY IN OPTIMIZING
SOCIAL MEDIA MARKETING BY STUDENT ENTREPRENEURS AT
SATYAGAMA UNIVERSITY**

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Abstract

The development of digital technology has encouraged students to utilize social media as a marketing tool for their businesses. This study aims to analyze the role of digital literacy in optimizing social media marketing among student entrepreneurs at Satyagama University. The research method used was a quantitative approach, distributing questionnaires to students who have active businesses and use social media for promotion. The results show that digital literacy skills have a positive effect on digital marketing effectiveness, particularly in content creation, consumer communication, and increasing market reach through social media platforms.

Keywords: Digital Literacy, Student Entrepreneurs, Social Media, Digital Marketing

INTRODUCTION

Digital transformation has shifted business marketing patterns from conventional to information technology-based marketing. Social media platforms like Instagram, TikTok, Facebook, and WhatsApp Business have become primary tools for businesses to market their products quickly and widely. Students, as the digital generation, have a significant opportunity to develop their businesses through effective use of social media. Therefore, digital literacy skills are a crucial factor in supporting the success of digital marketing strategies (Wibawa et al., 2022).

Digital literacy encompasses not only the ability to use technological devices, but also the ability to understand information, create creative content, communicate digitally, and understand the ethics of social media use. Student entrepreneurs with good digital literacy tend to be able to utilize social media features to enhance interaction with consumers and expand market share. Previous research has shown that digital literacy has a significant influence on students' entrepreneurial and digital marketing activities (Supriatna et al., 2022; Fernando & Handoyo, 2022).

Research on the role of digital literacy in optimizing social media marketing by student entrepreneurs at Satyagama University is important because the development of digital technology has significantly changed marketing patterns and consumer behavior. Students, as a generation close to technology, have great potential to develop businesses through social media, but the success of digital marketing is greatly influenced by their digital literacy skills. This research is necessary to determine the extent of students' ability to effectively utilize social media as a means of business promotion, while also identifying obstacles faced in implementing digital marketing strategies. The research results are expected to provide a basis for universities in designing training programs, mentoring, and



developing digital entrepreneurship competencies to increase student competitiveness in the digital economy era.

METHOD

This study employed a descriptive quantitative method, collecting data through distributing questionnaires to Satyagama University students who run independent businesses. The sample was drawn using a purposive sampling technique, with the criteria being students who actively use social media for business promotion. The research variables consisted of digital literacy as the independent variable and social media marketing optimization as the dependent variable. Data analysis was performed using descriptive statistics and simple regression to determine the relationship between variables.

RESULTS AND DISCUSSION

The research results show that most student entrepreneurs have utilized social media as their primary promotional tool due to its relatively low cost and broad market reach. The most widely used platforms are Instagram and TikTok due to their visual features that support engaging product promotion. Students with high digital literacy skills are able to create creative promotional content, understand social media algorithms, and use analytics features to understand consumer behavior.

Research also found that digital literacy positively impacts consumer engagement, the number of business account followers, and product sales. Students' understanding of digital marketing strategies, such as hashtag use, copywriting, visual branding, and content upload timing, is a crucial factor in successful business promotion. Furthermore, students who actively follow digital technology developments are more easily able to adapt to evolving online marketing trends.

Despite this, student entrepreneurs still face several challenges, such as limited knowledge of advanced digital marketing strategies, a lack of consistency in content creation, and limited utilization of paid advertising features. Therefore, training and mentoring in digital literacy and social media marketing are necessary to enable students to maximize their business potential. Strengthening digital literacy is also crucial for increasing the competitiveness of student businesses in the digital economy era.

CONCLUSION

Digital literacy plays a crucial role in optimizing social media marketing for student entrepreneurs at Satyagama University. The higher a student's digital literacy skills, the more effective their digital marketing strategies will be. Optimal use of social media can enhance product promotion, consumer interaction, and opportunities for increased business sales. Therefore, the development of digital literacy skills needs to be continuously enhanced through training, education, and mentoring for digital technology-based entrepreneurship.

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