



**DIGITAL LITERACY-BASED MARKETING MANAGEMENT
STRATEGY TO INCREASE STUDENT ENTREPRENEURSHIP
PRODUCT PURCHASE INTEREST AT SATYAGAMA UNIVERSITY**

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Abstract

The development of digital technology has transformed the marketing patterns of student entrepreneurial products into more modern and digital-based media. This study aims to analyze digital literacy-based marketing management strategies to increase consumer interest in purchasing student entrepreneurial products at Satyagama University. The research method used a quantitative approach through the distribution of questionnaires to Satyagama University students involved in entrepreneurial activities. The results show that digital literacy skills, social media utilization, and digital marketing strategies have a positive influence on increasing consumer interest in purchasing student products.

Keywords: *Digital Literacy, Marketing Management, Purchase Interest, Student Entrepreneurship*

INTRODUCTION

Advances in information and communication technology have brought about significant changes in marketing activities in the digital era. Students, as a generation familiar with technology, have significant opportunities to develop businesses through digital platforms such as social media, marketplaces, and online communication applications. Digital literacy is a crucial skill for students to effectively utilize technology in marketing entrepreneurial products. The ability to understand digital media, create promotional content, and build marketing communications are key factors in attracting consumer attention (Cahyono, 2022; Fernando & Handoyo, 2022).

In the world of student entrepreneurship, digital marketing strategies serve not only to expand market reach but also to build a product image that appeals to consumers. The use of social media platforms like Instagram, TikTok, and WhatsApp Business makes it easy for students to conduct low-cost promotions with broad reach. Furthermore, the rise in online shopping among the younger generation is encouraging students to utilize digital marketing as a primary strategy to increase consumer interest in the products they offer (Brilianita & Sulistyowati, 2022; Sholihin & Oktapiani, 2021).

This research is crucial because the development of digital technology has transformed marketing patterns and consumer behavior, particularly among students, the digital generation. This research will determine the extent to which digital literacy and technology-based marketing management strategies can increase purchasing interest in student entrepreneurial products at Satyagama University. The research findings are expected to inform the evaluation and development of campus entrepreneurship programs, particularly in enhancing students' ability to utilize digital media as an effective, creative, and innovative promotional tool. Furthermore, this research can contribute to enhancing the



competitiveness of student businesses, enabling them to develop sustainably in the digital economy.

METHOD

This study employed a quantitative method with a survey approach. Data were obtained by distributing questionnaires to students of the Management Study Program at Satyagama University who run businesses or have purchased student entrepreneurial products. The sampling technique used purposive sampling with 100 students as respondents. The research instrument used a Likert scale consisting of indicators of digital literacy, digital marketing strategies, and consumer purchasing interest. Data analysis was performed using simple linear regression analysis to determine the effect of digital literacy-based marketing strategies on purchasing interest in student entrepreneurial products.

RESULTS AND DISCUSSION

The research results show that students' digital literacy is in the good category. Most respondents understand the use of social media, marketplaces, and digital applications as marketing tools. Students are able to create promotional content in the form of photos, videos, and engaging captions to increase product appeal. Their ability to use digital technology also helps them build faster communication with consumers, resulting in more effective marketing processes.

This study also found that digital marketing strategies have a positive influence on consumer purchasing interest. Promotion through social media makes it easy for consumers to obtain product information quickly and conveniently. Factors such as engaging content design, customer testimonials, promotional discounts, and active interaction on social media have been shown to increase consumer interest in student entrepreneurial products. Students are also beginning to utilize influencer and affiliate marketing strategies to expand product marketing reach.

Furthermore, research results show that consumers tend to be more interested in purchasing products promoted creatively and informatively through digital platforms. Students with high digital literacy skills are better able to understand consumer behavior and determine marketing strategies that align with market needs. This demonstrates that digital literacy not only supports technical skills in using digital media but also helps students make more effective and innovative marketing decisions (Saragih & Tarigan, 2020).

Digital literacy-based marketing management strategies also have a positive impact on the sustainable development of student businesses. By utilizing digital technology, students can conduct promotions efficiently, expand their consumer network, and increase product competitiveness in the market. Therefore, universities need to provide digital literacy and digital entrepreneurship training to enable students to develop businesses creatively and adapt to technological advancements.

CONCLUSION

A digital literacy-based marketing management strategy has a positive impact on increasing purchasing interest in student entrepreneurial products at Satyagama University. Digital literacy helps students understand the use of



technology in marketing, create attractive promotions, and build effective communication with consumers. The use of social media and digital platforms has been proven to increase consumer interest in student products. Therefore, strengthening digital literacy and digital marketing skills needs to be continuously developed to support student entrepreneurial success in the digital era.

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