



IMPLEMENTATION OF DIGITAL MARKETING MANAGEMENT AND TECHNOLOGY LITERACY TO BUILD PERSONAL BRANDING OF SATYAGAMA UNIVERSITY STUDENTS

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Abstract

The development of digital technology encourages students to utilize social media as a means of building a professional personal brand. This study aims to analyze the implementation of digital marketing management and technological literacy in shaping the self-image of Satyagama University students in the digital era. The research method used a quantitative approach through the distribution of questionnaires to active students at Satyagama University who use social media for communication and self-promotion. The results show that technological literacy skills and an understanding of digital marketing have a positive influence on students' ability to build a creative, professional, and competitive personal brand.

Keywords: Digital Marketing Management, Technology Literacy, Personal Branding, Social Media, Students

INTRODUCTION

Digital transformation has transformed communication, marketing, and social interaction patterns, including within higher education. Students are not only required to possess academic abilities but also to utilize digital technology to build a positive self-image. Personal branding is a crucial strategy for students to showcase their competencies, achievements, and character through social media platforms such as Instagram, TikTok, and LinkedIn. Effective use of digital media can help students enhance their career opportunities and professional networks in the future (Fitrianti et al., 2021).

The implementation of digital marketing management in student personal branding is carried out through creative content management, digital communication, and consistent self-promotion strategies. Technological literacy is a key supporting factor because students need to understand the wise, safe, and productive use of digital platforms. The ability to understand social media algorithms, digital ethics, and visual communication strategies can increase the effectiveness of students' personal branding in the digital space (Gogali & Tsabit, 2021).

Research on the implementation of digital marketing management and technological literacy in building personal branding for Satyagama University students is important because the development of the digital era requires students to have good technological adaptation and communication skills to increase competitiveness in the academic and professional world. Through this research, it can be determined to what extent students are able to utilize social media and digital technology effectively, creatively, and responsibly in forming a positive self-image. In addition, the research results can be used as evaluation material and a reference for universities in developing learning programs, digital literacy



training, and digital marketing skills development to support student readiness to face the challenges of the world of work and entrepreneurship in the era of digital transformation.

METHOD

This research employed quantitative methods with a descriptive approach. Data collection was conducted by distributing questionnaires to students in the Management Study Program at Satyagama University who actively use social media. The research instruments consisted of indicators of digital marketing management, technological literacy levels, and students' personal branding. The data obtained were analyzed using descriptive analysis and percentage interpretation to determine the relationship between digital technology utilization and students' personal branding abilities.

RESULTS AND DISCUSSION

The research results show that the majority of Satyagama University students have utilized social media as a means of self-promotion and professional identity development. Students with high levels of technological literacy tend to be able to create digital content that is more creative, communicative, and engaging to audiences. Furthermore, understanding social media features and digital trends helps students increase engagement with followers and expand their professional networks.

The implementation of digital marketing management is evident in students' ability to identify target audiences, create content strategies, and maintain a consistent self-image on social media. The personal branding students build focuses not only on popularity but also on building an academic and professional reputation. Previous research has shown that social media significantly influences the development of students' personal branding because it serves as a medium for expressing identity and competence.

CONCLUSION

The implementation of digital marketing management and technological literacy plays a crucial role in building the personal branding of Satyagama University students. Students who are able to utilize digital technology effectively have a greater opportunity to develop a professional, creative, and competitive self-image. Therefore, increased digital literacy education and digital marketing training are needed in higher education institutions to enable students to utilize social media optimally and responsibly.

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