



## THE INFLUENCE OF DIGITAL LITERACY ON THE USE OF E-COMMERCE AS A MARKETING MEDIUM AMONG INDONESIAN MASTER VOCATIONAL SCHOOL STUDENTS

Murdiyono<sup>1</sup>, Didi Sukardi<sup>2</sup>, Rahmatullah<sup>3</sup>, I Nyoman Suri Adnyana<sup>4</sup>

<sup>1,2,3,4</sup>Universitas Satyagama

Email: murdiyono.ugama@gmail.com

### **Abstract**

*The development of digital technology has driven a shift in marketing patterns from conventional to digital-based marketing through e-commerce. This study aims to determine the effect of digital literacy on the use of e-commerce as a marketing medium among students of SMK Master Indonesia. The research method used was quantitative, with data collection techniques through distributing questionnaires to students. The results showed that students' digital literacy levels have a positive and significant influence on their ability to use e-commerce in marketing activities. Students who have a good understanding of digital technology tend to be better able to utilize marketplaces, social media, and e-commerce platforms to promote products and services. Digital literacy also helps students understand transaction security, digital marketing strategies, and online business communications. This research is expected to form the basis for developing digital entrepreneurship learning in schools.*

**Keywords:** Digital Literacy, E-Commerce, Digital Marketing, Vocational High School Students

### **INTRODUCTION**

The digital era has brought about significant changes in economic and marketing activities. The increasing use of the internet has made e-commerce an effective and efficient marketing medium. Vocational high school students, particularly those majoring in business and marketing, are required to possess digital literacy skills to keep pace with developments in information technology. Digital literacy encompasses not only the ability to use technological devices but also the ability to understand, evaluate, and utilize digital information wisely in economic and business activities (Mugiono et al., 2021).

The use of e-commerce in entrepreneurship education provides students with opportunities to learn how to market products online. Platforms such as marketplaces and social media can be used as affordable and accessible means of product promotion. However, low levels of digital technology understanding remain a barrier to optimizing e-commerce use among students. Therefore, improving digital literacy is a crucial factor in developing digital marketing skills in vocational high school students (Rinaldi et al., 2022; Nihayah et al., 2022).

Research on the influence of digital literacy on the use of e-commerce as a marketing medium among Indonesian Master Vocational School students is important because the development of digital technology demands that students have adaptive skills in utilizing online platforms for economic and entrepreneurial activities. This research can provide an overview of the extent to which students' digital literacy levels influence their ability to use e-commerce as a means of product promotion and marketing. Furthermore, the research results can serve as a



basis for schools in developing digital-based learning strategies, improving online marketing competencies, and preparing students to be more prepared for job and business competition in the digital economy era. With this research, it is hoped that students will not only become technology users but also be able to utilize digital technology productively and creatively to support entrepreneurial activities.

## **METHOD**

This study employed a quantitative approach with a survey method. The study population consisted of Indonesian Master Vocational High School students with basic knowledge of the internet and digital media. Data collection was conducted through a questionnaire using a Likert scale. The independent variable in this study was digital literacy, while the dependent variable was the use of e-commerce as a marketing medium. Data analysis was performed using a simple linear regression test to determine the influence between the two research variables.

## **RESULTS AND DISCUSSION**

The study results showed that most students had moderate to high levels of digital literacy. Students were able to use digital devices such as smartphones, social media, and marketplaces for learning and product marketing. Furthermore, students who actively used the internet tended to have a better understanding of how to create promotional content, upload products, and interact with consumers through digital platforms. Statistical tests showed a significant influence between digital literacy and the use of e-commerce as a marketing medium.

The findings of this study indicate that digital literacy skills can increase the effectiveness of e-commerce marketing. Students with strong digital skills more easily understand online marketing strategies such as the use of product photos, social media promotions, and the use of marketplace features. Furthermore, understanding digital security also helps students avoid fraud and transaction errors in online buying and selling activities. This aligns with previous research that found digital literacy has a positive relationship with the use of e-commerce technology in business and marketing activities (Damayanti et al., 2021).

The use of e-commerce as a marketing medium provides students with practical experience in developing an entrepreneurial spirit. Through digital-based learning, students can learn to market products independently, enhance promotional creativity, and expand consumer reach. Schools also play a crucial role in providing digital marketing training and e-commerce platform usage to better prepare students for the competition in the digital economy.

## **CONCLUSION**

Digital literacy has a positive and significant impact on the use of e-commerce as a marketing medium among students at SMK Master Indonesia. The higher a student's digital literacy level, the better their ability to utilize e-commerce platforms for marketing activities. Digital literacy helps students understand technology usage, online marketing strategies, and the security of digital transactions. Therefore, schools need to enhance digital-based learning programs and e-commerce training to support students' entrepreneurial competencies in the digital era.



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