



THE RELATIONSHIP BETWEEN DIGITAL LITERACY AND DIGITAL MARKETING CREATIVITY IN STUDENTS AT SMK MASTER INDONESIA

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Abstract

This study aims to analyze the relationship between digital literacy and digital marketing creativity among students at SMK Master Indonesia. Digital literacy is a crucial skill for students in effectively utilizing information technology and social media for digital marketing activities. The research method used a quantitative approach by distributing questionnaires to SMK Master Indonesia students as research respondents. The results showed that digital literacy has a positive relationship with students' digital marketing creativity, particularly in the ability to create promotional content, use social media, and digital technology-based marketing innovation.

Keywords: Digital Literacy, Creativity, Digital Marketing, Social Media, Vocational High School Students

INTRODUCTION

The development of information and communication technology has brought about significant changes in education and marketing. Vocational high school students are required to possess digital literacy skills to keep pace with the evolving technology-based industry. Digital literacy encompasses not only the ability to use digital devices but also the ability to understand, evaluate, and create information effectively through digital media (Aisyah, 2022; Gomez-Galan, 2018).

Digital literacy skills are closely linked to digital marketing creativity, particularly in utilizing social media as a means of promoting products and services. Digital marketing creativity can be seen in students' ability to create engaging, innovative, communicative content that aligns with current digital market needs. Social media platforms such as Instagram, TikTok, and YouTube are widely used by the younger generation for digital marketing activities (Utama et al., 2022).

Vocational high school students have significant potential in developing digital marketing skills because learning in vocational schools is oriented towards work skills and entrepreneurship. However, some students still lack the ability to utilize digital technology optimally to develop marketing creativity. Therefore, research on the relationship between digital literacy and digital marketing creativity is important to determine the influence of digital skills on student creativity in technology-based marketing (Husna et al., 2022).

This research is crucial because the development of digital technology demands that vocational high school students possess strong digital literacy skills to adapt to the demands of the digital workforce and entrepreneurship. Digital marketing creativity is a crucial skill in the Industry 4.0 era, particularly in utilizing social media for business promotion and communication. Through this



research, schools can determine the extent to which students' digital literacy skills are related to their creativity in developing innovative digital marketing strategies. The research findings are expected to serve as a basis for schools in designing learning programs, training programs, and developing students' digital competencies to enhance their creativity, productivity, and competitiveness in the digital economy.

METHOD

This study employed a quantitative method with a descriptive correlational approach. Data collection was conducted through the distribution of questionnaires to students of SMK Master Indonesia, who participated in the study. The research instrument consisted of digital literacy and digital marketing creativity indicators, measured using a Likert scale. Data analysis was conducted using a correlation test to determine the relationship between digital literacy variables and students' digital marketing creativity.

RESULTS AND DISCUSSION

The research results show that most students have a fairly good level of digital literacy. They are able to use social media, digital design applications, and online communication platforms in both learning and marketing activities. These skills help students generate creative ideas for creating engaging and innovative promotional content.

Research also found a positive relationship between digital literacy and digital marketing creativity. The higher a student's digital literacy skills, the greater their creativity in developing digital marketing strategies. Students who understand how to use digital technology are more likely to produce creative visual content, promotional videos, and marketing captions for social media.

Furthermore, productive use of social media provides opportunities for students to develop digital communication skills and marketing innovation. Students' digital marketing creativity can support entrepreneurial skills and prepare them for the digital workforce. Therefore, schools need to enhance digital literacy-based learning programs through training in graphic design, social media management, and creative digital content creation.

CONCLUSION

There is a positive relationship between digital literacy and digital marketing creativity among students at the Indonesian Master Vocational School. Digital literacy helps students understand the effective use of technology, social media, and digital information, thereby enhancing creativity in digital marketing activities. Therefore, continuous improvement of digital literacy through technology-based learning and training is necessary to ensure students have creative and competitive skills in the digital era.

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