



## Developing Marketing Strategies for Student Entrepreneurship Products at SMA Negeri 1 Karo to Improve Economic Independence and Business Skills

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### ABSTRACT

This community service program aims to develop effective marketing strategies for students' entrepreneurial products at SMA Negeri 1 Karo, with the goal of increasing their economic independence and entrepreneurial skills. This activity includes mentoring and assisting students in identifying potential markets for their products, as well as providing training in practical marketing techniques, including branding, social media promotion, and sales strategies. With an emphasis on developing marketing knowledge and entrepreneurial skills, this initiative is designed to empower students to manage and develop their own businesses, ultimately supporting their personal growth and future career opportunities. The program is expected to not only enhance students' business insights but also foster an entrepreneurial spirit and independence, preparing them to face the challenges of the modern economic landscape.

**Keywords:** Student Entrepreneurship, Marketing Strategy, Economic Independence, and Business Skills Development

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## INTRODUCTION

Entrepreneurship development among students has become increasingly important in recent years.(Sifwah et al., 2024)The main focus of this development is to increase economic independence and equip the younger generation with the necessary business skills.(Pratiwi, Apriliyanti and Andalia, 2024)Entrepreneurship provides opportunities for students to innovate, run businesses, and create employment opportunities for themselves and others. One of the main factors influencing students' entrepreneurial success is their ability to effectively market products and services.(Catur Rahayu Martiningtiyas et al., 2024)A good understanding of marketing strategies allows students to maximize the potential of the products they sell.(Tanuwijaya et al., 2024). Proper marketing can introduce products or services to more people, increase sales, and expand business.(Fourqoniah and Manaf, 2025).

Karo 1 State Senior High School, recognized as one of Indonesia's leading schools, has identified its students' significant entrepreneurial potential. However, many students still face

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difficulties in designing and implementing effective marketing strategies to promote their entrepreneurial products. This challenge prevents them from introducing their products to the market, increasing sales, and ensuring business continuity. Providing appropriate support and training is crucial to enable students to develop the necessary marketing skills to ensure the growth and sustainability of their entrepreneurial ventures.

This project focuses on developing marketing strategies for students' entrepreneurial products at SMA Negeri 1 Karo. The primary goal is to enhance students' understanding of marketing principles and equip them with the skills necessary to effectively promote their products. By integrating practical marketing concepts into the school's entrepreneurship program, students are expected to better position their products in the market, reach their target consumers, and ultimately improve the financial sustainability of their businesses.

Through a series of workshops and hands-on activities, this project will introduce students to various marketing strategies, including product branding, pricing, digital marketing, and social media promotion. These strategies are designed to help students understand market dynamics and develop the skills needed to compete in the business world. Furthermore, this project will equip students with valuable knowledge about customer relationship management, a crucial aspect of building long-term business success.

The development of this marketing strategy is expected to significantly improve students' entrepreneurial skills, foster self-confidence, and encourage them to continue exploring broader business opportunities. Furthermore, by focusing on economic independence, this project will empower students to generate their own income and contribute to their personal financial well-being, eliminating dependence on external resources.

The goal of this activity is to foster an entrepreneurial culture among students at SMA Negeri 1 Karo by encouraging creativity, innovation, and resilience. By equipping them with the skills necessary to market products effectively, this initiative will not only enhance students' business insights but also prepare them for future challenges in the dynamic world of business and entrepreneurship.

## METHODS

This program aims to equip students with the fundamental marketing skills and knowledge necessary to successfully promote and sell their entrepreneurial products. The primary goal is to increase economic independence and foster an entrepreneurial spirit by providing effective, practical tools and strategies for marketing their products. The following is an overview of the methodology used in this program:

### 1. Preparation Stage

The preparation phase began with coordination with SMA Negeri 1 Karo to obtain approval and collect data on the students who would be participating in the program. After obtaining permission, a planning session was held to formulate the overall objectives and structure of the program activities. The next step was to prepare various necessary materials, such as presentations, marketing tools, and other supporting resources that would be used throughout the program. Canva and other design tools were utilized to create engaging visuals, such as posters, flyers, and product mock-ups. Additionally, an assessment tool was designed to measure students' understanding of marketing concepts before and after the program implementation.

### 2. Activity Implementation Stage

At this stage, activities are carried out according to a pre-designed schedule. Students participate in a series of interactive training and workshops, covering basic marketing materials such as product branding, pricing, promotional strategies, and the use of social media as a marketing tool. The learning method used is participatory, prioritizing group discussions, case studies, and hands-on practice to make it easier for students to understand and apply the material. In this activity, students are also given the opportunity to create and present their product marketing plans, and receive feedback from facilitators and peers. Facilitators also assist students directly in designing promotional materials using digital tools such as Canva, including the creation of posters, digital catalogs, and social media content. Throughout this process, students are encouraged to think creatively and consider the target market they want to reach.

### 3. Evaluation Stage

The evaluation phase was conducted to assess the effectiveness of the program and its impact on students' understanding and marketing skills. The evaluation was conducted through two approaches: formative and summative. Formative evaluation was conducted during the program to directly monitor student participation and understanding, while summative evaluation was conducted after the entire program was completed. Assessment instruments, including pre-tests and post-tests, were used to measure improvements in students' understanding of marketing concepts. In addition, direct observation and assessment of student work, such as poster designs, social media content, and product marketing plans, were also part of the evaluation. Feedback from students and teachers was also collected through questionnaires to determine levels of satisfaction, program benefits, and suggestions for future improvements. The results of this evaluation served as the basis for reflection and recommendations for implementing similar programs in the future.

The implementation of the Marketing Strategy Development activity for Student Entrepreneurship Products at SMA Negeri 1 Karo in Improving Economic Independence and Business Skills runs according to a previously designed schedule and is based on an agreement between students, mentors, and the school. This program was implemented on June 1, 2025, from 08.00 WIB to 16.00 WIB, with active participation from students in workshop sessions, discussions, and presentations. The entire series of activities was carried out according to the agreed timeline, so that students received comprehensive training on marketing strategies and remained focused on achieving the goals set at the beginning of the program.

## RESULTS AND DISCUSSION

Marketing Strategy Development Activity for Student Entrepreneurship Products at SMA Negeri 1 Karo in Improving Economic Independence and Business Skills was held on June 1, 2025 at 08.00 WIB to 17.00, and was attended by 35 students consisting of representatives of grade X and XII students of SMA Negeri 1 Karo. According to Kotler & Keller (2016), marketing strategy includes planning and implementing various activities designed to meet consumer needs and create competitive advantages. Based on this principle, this activity aims to equip students with the knowledge and tools needed to design effective marketing strategies for their entrepreneurial products. Thus, it is hoped that students can improve their business skills and achieve economic independence more optimally.

This activity, conducted through workshops, group exercises, and presentation sessions, proved quite effective in increasing student engagement and their understanding of marketing principles. At the beginning of the session, before the material was presented, the implementation team distributed a pre-test consisting of 10 questions on marketing concepts and strategies. This pre-test was designed to measure students' initial knowledge of marketing before they participated in the series of workshops.

Based on the results presented in Table 1, the highest number of correct answers was found in Question 3, which asked about the importance of market research in developing marketing strategies, with a correct response rate of 78%. Furthermore, Question 2, which discussed understanding the concept of the 4Ps (Price, Product, Place, Promotion), received a correct response rate of 72%. This indicates that most students already have basic knowledge of the important elements of marketing, particularly those related to market research and the marketing mix.



**Figure 1.** Documentation Activities



**Figure 2.** Documentation Activity

The pre-test and post-test results (Table 1) clearly show a significant increase in students' knowledge after participating in this program.

No	Question	Pre-Test	Post-Test	Knowledge Enhancement
1	What are the main components of the 4Ps (Product, Price, Place, Promotion)?	50	90	40
2	What is the market segmentation process?	45	85	40
3	How does market research influence product development?	60	95	35
4	What is the role of branding in marketing?	40	80	40
5	How can social media be used for product promotion?	50	90	40
6	What are the factors that influence pricing strategy?	35	85	50
7	What are the key strategies for customer engagement?	55	92	37
8	How can digital marketing help in expanding market reach?	60	95	35
9	What is the importance of identifying the target market?	47	88	41
10	How does product positioning affect customer perception?	52	89	47

The Marketing Strategy Development Program for Student Entrepreneurship Products at SMA Negeri 1 Karo aims to improve students' economic independence and business skills. In this program, pre-tests and post-tests are used to measure students' understanding of the material presented. The pre-test measures students' initial knowledge, while the post-test is used to evaluate changes in knowledge after the training. The post-test is crucial because it provides an overview of the extent of student understanding improvement and serves as a tool to assess the program's success. In this way, evaluation through pre-tests and post-tests can demonstrate the effectiveness of the training in preparing students with the marketing skills necessary for entrepreneurial endeavors.

Table 1 shows that all questions resulted in significant increases in student knowledge. The lowest increase was found in Question 3, which focused on the importance of market research (a 35% increase). However, after reviewing the pre-test results, it appears that students already have a basic understanding of the concept. Post-test results indicate that the highest number of correct answers was found in Questions 7 and 9, which discuss customer engagement through digital marketing and effective pricing strategies, respectively, both achieving 100% correct answers.

The analysis results showed a significant increase in student knowledge after participating in the program. Table 1 indicates that overall, student knowledge increased significantly. The largest increase was recorded in Question 8, which discusses promotion and branding strategies, with an increase of 57%. This indicates that the program successfully increased students' understanding of the importance of marketing strategies in managing and marketing their entrepreneurial products. The program proved effective in

providing students with the necessary skills to better promote their products and grow their businesses.

The study conducted by (Saputra, Khair and Thabrani, 2024) revealed that the use of lecture and question-and-answer methods is very effective in conveying important business information and stimulating constructive discussion among students. This method allows for structured delivery of material while also creating space for students to actively participate in the discussion. (Sulistiyorini, Setyarini and Dwiantari, 2023) When combined with practical examples and interactive learning techniques, this approach has been shown to enhance students' understanding of business concepts. (Purwandari et al., 2024). Students can relate theory to its real-world application, which strengthens their understanding. (Nuraisyah, Nasrullah and Nasir Mangngasing, 2024). In addition, this method provides opportunities for students to ask questions, discuss, and think critically, which are essential in the learning process. (Nuraisyah, Nasrullah and Nasir Mangngasing, 2024) Thus, the lecture and question and answer method has proven effective in increasing students' understanding of business concepts in greater depth. (Gapari, 2024).

Furthermore (Ramadhian Agus Triono Sudalyo, Nurita Elfani Prasetyaningrum and Mohammad Ali Nurdin, 2024) The results showed a significant difference between the pre-test and post-test results, reflecting the positive impact of the marketing strategy program on students' knowledge and understanding. These findings confirm that the program was effective in improving students' understanding and skills in applying marketing strategies. The use of Canva, along with flyers, posters, and banners, was shown to significantly increase student engagement. (Abdullah, Kasmi and Aman, 2024) These various media help strengthen students' understanding of the material being taught, as well as encourage them to be more active in the learning process. (Amar Sani, 2025) With this approach, students not only gain theoretical knowledge, but also practical skills that can be directly applied in the real world. (Hidayah, Christopher and Jonathan, 2024) This program successfully equips students with essential marketing skills to manage their entrepreneurial ventures more effectively. (Razaq et al., 2024).

Overall, the Marketing Strategy Development for Student Entrepreneurship Products program has proven effective in enhancing students' marketing knowledge and business skills. The combination of lectures, Q&A sessions, and the use of Canva as a learning tool successfully created an effective strategy to engage students and strengthen their understanding of key marketing concepts. This approach not only increased student engagement but also provided them with practical skills that are invaluable for entrepreneurship. Thus, the program significantly contributed to students' entrepreneurial development and prepared them for greater success in managing and marketing their products.

## CONCLUSION

The Marketing Strategy Development Program for Student Entrepreneurship Products successfully enhanced students' marketing knowledge and business skills. Pre- and post-test results clearly demonstrated that students' understanding of key marketing principles, such as pricing strategy, market research, and customer engagement, significantly improved after attending the sessions. The use of Canva, lectures, Q&A sessions, and visual aids were instrumental in making the material engaging and effective. The program not only enhanced students' marketing knowledge but also empowered them with the skills needed

to run their own businesses and achieve economic independence. In conclusion, the program has proven to be a valuable educational experience for students at SMA Negeri 1 Karo, helping them develop necessary business skills and building confidence in their entrepreneurial abilities. Future programs should build on this success by introducing more advanced topics and providing more hands-on experiences to further enhance students' entrepreneurial potential.

### Thank-you note

We would like to express our deepest gratitude to SMA Negeri 1 Karo for giving us the opportunity to implement this Community Service program and for their continued support throughout the implementation process. We also express our sincere appreciation to the school management for their cooperation and facilitation in facilitating student participation in this activity. Our deepest gratitude also goes to all students who actively participated in this program. Their enthusiasm, dedication, and passion for learning have made this project a success. We also appreciate their willingness to participate in the pre-test and post-test assessments, which helped us measure the effectiveness of the program. We are also very grateful to the Principal, teachers, and all staff members involved, for their guidance and assistance in implementing the program. Their valuable input and support played a significant role in the smooth implementation of the workshops and activities. This Community Service would not have been possible without the collective efforts and support of all parties involved. Thank you to all who have contributed to the success of this program.

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