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Analysis of the Marketing Creativity Training Program in the Digital Era

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ABSTRACT

The goals of marketing in the digital era are to reach a wider audience with precision, build brand awareness, increase conversions and sales, build strong customer relationships through direct interactions, accurately measure campaign results, and improve cost efficiency by leveraging digital platforms such as social media, search engines, and email to promote products or services. The purpose of this study was to understand analysis of the marketing creativity training program in the digital era. This research was analyzed using a descriptive analysis approach. To assist in the presentation of this descriptive analysis approach, secondary data is required in the form of books containing theories and other sources, such as journals and media articles. The results of this study provide insight into the need to analyze the marketing creativity training program in the digital era, as they demonstrate an impact on improving sales performance and business competitiveness. An effective the marketing creativity training program in the digital era equips participants with core competencies in digital media mastery and the ability to adapt to market trends. An effective the marketing creativity training program in the digital era is achieved through mastery of digital platforms, creative content development, digital data analysis, and adaptation and innovation.

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INTRODUCTION

Economic development in the digital era is characterized by the transformation of economic activity to online platforms, driven by technologies such as the internet and the mind of imitation, which creates efficiency, new business models for e-commerce, fintech, and EdTech, and rapid growth, although it also brings challenges such as the digital literacy gap and legal regulations (Mariani et al., 2023). Transactions become easier, faster, and

cheaper, involving digital payments such as QRIS and e-wallets, and driving innovation in sectors such as tourism and the creative economy.

Tourism is the activity of temporary travel to a place outside one's home and work environment, for recreational, business, cultural, or health purposes, involving interactions with tourists, businesses, government, and the local community, and encompassing everything related to the objects, attractions, and tourism businesses themselves. It is a social and economic phenomenon that encourages people to move to enjoy new experiences and fulfill spiritual needs. The creative economy is an economic sector that relies on human ideas, creativity, expertise, and knowledge to create added value in products and services. It encompasses industries such as design, fashion, film, music, crafts, culinary arts, and digital technology, driving innovation, economic growth, and job creation. This sector transforms creative assets into economic assets, often supported by technological innovation, making it a crucial pillar of the modern economy (Pandiangan et al., 2025).

Marketing in the digital era is a strategy for promoting products or services through online media and platforms such as the internet, social media, search engines, and email. This strategy uses technology to reach a wider audience in an interactive and measurable manner, replacing or complementing conventional methods with a data-driven and personalized approach (Stanton, 2012). It encompasses a range of activities, such as SEO, content marketing, social media, and online advertising, to build customer engagement and increase sales. The goals of marketing in the digital era are to reach a wider audience with precision, build brand awareness, increase conversions and sales, build strong customer relationships through direct interactions, accurately measure campaign results, and improve cost efficiency by leveraging digital platforms such as social media, search engines, and email to promote products or services.

Marketing creativity is a strategic approach that combines innovative and unique ideas to capture audience attention, build emotional connections, and differentiate a product or service from competitors, in order to achieve marketing objectives, including increasing brand awareness and sales. It's not just about unique advertising; it's about understanding consumers to create memorable and relevant experiences, often more cost-effectively and effectively than conventional methods. The goal of marketing creativity is to capture attention, build emotional connections, differentiate a brand from competitors, and ultimately increase sales by delivering unique and innovative messages that make a product or service more prominent and memorable to the audience,

and drive conversions. It encompasses fresh ideas to create brand awareness, audience engagement, and sustainable business profits.

A marketing creativity training program is designed to equip participants with the innovative thinking skills and creative techniques necessary to develop effective and engaging marketing strategies and campaigns (Hasibuan, 2016). Participants with innovative thinking skills are individuals who are able to generate new, original ideas, solutions, and approaches to solve problems, face challenges, and exploit opportunities in creative, unconventional, and forward-thinking ways, often without fear of failure and constantly questioning existing ones (Marwansyah, 2016). They combine creativity that generates new ideas with critical thinking that evaluates those ideas logically to create something better and more effective. Developing marketing strategies and campaigns is a structured process for designing long-term plans or strategies and a series of focused actions or campaigns to promote products or services, build brands, reach target audiences, and achieve specific business objectives such as increased sales or brand awareness through various channels. This involves market research, segmentation, targeting, differentiation, execution across various media such as digital, social, and others, as well as continuous monitoring and evaluation of performance.

The purpose of this study was to understand analysis of the marketing creativity training program in the digital era.

RESEARCH METHOD

This research was analyzed using a descriptive analysis approach. A descriptive analysis approach explains research by systematically describing, explaining, and presenting factual and accurate data, focusing on current phenomena without drawing general conclusions or testing causal relationships. It often uses qualitative data such as words and observations or quantitative statistics to explain the characteristics of subjects, conditions, or events in detail (Kurdhi et al., 2023). The purpose of a descriptive analysis approach is to describe, summarize, and present data factually and systematically for easier understanding, identify patterns and trends, and provide a comprehensive overview of the phenomenon under study without seeking causal relationships, thus providing a strong basis for further interpretation and decision-making.

To assist in the presentation of this descriptive analysis approach, secondary data is required in the form of books containing theories and other sources, such as journals and media articles. The purpose of secondary data is to support, complement, and extend research by providing context, literature

reviews, and existing data, saving the cost and time of primary data collection, uncovering new perspectives from existing research, and facilitating longitudinal or comparative studies without the need for lengthy wait times (Kurdhi et al., 2023). This data is drawn from existing sources such as books, websites, reports, or previous research.

RESULT AND DISCUSSION

Training Program

A training program is a series of structured activities to improve the knowledge, skills, and competencies of individuals or groups, both in the workplace to improve performance and productivity, or in sports to achieve peak performance. This includes theoretical learning, practical training, workshops, and assessments to achieve specific objectives (Marwansyah, 2016). This can include new employee training, leadership development, technical expertise, and mandatory compliance training. Training programs are beneficial for improving competency, productivity, and career opportunities by acquiring new knowledge and skills, building self-confidence, expanding professional networks, and encouraging innovation and continuous self-development for individuals. For companies, training improves human resource quality, efficiency, competitiveness, and employee loyalty as a long-term investment. The objectives of training programs are as follows:

1. Performance Improvement

Performance improvement is a systematic process to improve the abilities, performance, or work performance of individuals or organizations through skills development, process improvement, clear goal setting, and feedback, aimed at increasing overall work effectiveness and productivity. Strategies include training, a conducive work environment, effective communication, appreciation, work-life balance, and the use of technology.

2. Competency Development

Competency development is a systematic effort to improve the knowledge, skills, and behavioral attitudes of individuals, particularly civil servants or employees, to align with the requirements of their duties and positions, fostering competitive and change-responsive human resources through formal education, classical or non-classical training, mentoring, internships, seminars, and independent learning that encompasses both hard and soft skills. This is crucial for performance, innovation, technological adaptation, and career opportunities.

3. Adaptation

Adaptation is the process by which living things or individuals adjust to new environments or situations in order to survive, function better, or thrive. This can occur physically, morphologically, physiologically, or behaviorally, such as when a chameleon changes color or humans adapt to new habits in the digital age. The goal is to meet needs, protect themselves, find food, or cope with environmental changes, including climate and social change.

4. Increasing Competitiveness

Increasing competitiveness is a strategic effort to make a product, company, or country more superior in the global market through innovation, improving the quality of human resources, infrastructure, efficiency, and supportive government policies, with a focus on local resource development, digitalization, and collaboration to escape the middle-income trap and achieve sustainable growth. This involves improving human resources, investing in technology, operational efficiency, and market understanding, as well as policies conducive to MSMEs and domestic industries.

Marketing Creativity

Marketing creativity is the art of combining innovative and strategic ideas to create emotional connections with consumers, differentiate a brand from competitors, and drive sales through unique, non-conventional approaches. This can include unexpected promotions, engaging content, and a deep understanding of market needs to create more effective and memorable solutions (Stanton, 2012). This is key to building a brand that stands out from the competition, by turning consumer attention into a new currency. The goal of marketing creativity is to capture attention, build emotional connections, differentiate a brand from competitors, and ultimately drive sales through innovative and unique ideas. It helps increase brand awareness, audience engagement, and overall marketing performance by making messages more prominent and memorable in a competitive marketplace. Marketing creativity offers significant benefits such as increasing brand awareness, boosting sales and conversions, distinguishing yourself from competitors, and building stronger audience engagement through unique ideas and engaging content. It helps businesses build emotional connections with consumers, attract potential partners, and create a memorable brand identity in a crowded marketplace.

Analysis of the Marketing Creativity Training Program in the Digital Era

The need to analyze the marketing creativity training program in the digital era, as they demonstrate an impact on improving sales performance and

business competitiveness. An effective marketing creativity training program in the digital era equips participants with core competencies in digital media mastery and the ability to adapt to market trends. An effective marketing creativity training program in the digital era is achieved through:

1. Mastery of Digital Platforms

Digital platform mastery is the ability to understand, use, and leverage various online platforms such as e-commerce, social media, marketplaces, YouTube, and TikTok for business purposes such as marketing, sales, and broad reach, educational purposes such as online learning, or social interaction, which is now a necessity for adaptation in the digital era, involving technical skills and literacy to compete and obtain optimal benefits, although it needs to be balanced with an understanding of the risks and data hegemony of global technology giants (Pandiangan et al., 2024). The goals of digital platform mastery are very diverse, encompassing professional, economic, social, and personal aspects. In general, the main goal is to empower individuals and organizations to function effectively and competitively in the digital era. Digital platform mastery is crucial for marketing creativity training because it allows business actors to reach a wider audience, design innovative campaigns, and measure results accurately. Effective training involves the utilization of various digital platforms and tools (Gultom et al., 2024; Hamzah et al., 2025).

2. Creative Content Development

Creative content development is the process of designing, creating, and distributing engaging and relevant digital materials such as videos, articles, infographics, and others to inform, entertain, or promote something, by understanding the audience and strategic objectives, and utilizing digital technology and platforms to achieve optimal results through continuous research, ideation, production, publication, and evaluation (Schmitt and Zarantonello, 2016). The goal of creative content development is to capture attention, build relationships, convey effective messages, increase engagement, strengthen brands, and drive actions such as purchases or engagement, in unique and relevant ways amidst a sea of digital information, often through social media for marketing, education, or entertainment. This includes strengthening brand image, increasing credibility, promoting products or services, and creating emotional connections with audiences. Creative content development for marketing training focuses on a combination of intensive theory and practice, incorporating audience research, ideation, format selection such

as video and infographics, the use of digital tools such as Canva, CapCut, and imitation skills, as well as promotional strategies on social media such as TikTok and Instagram, with an experiential learning approach to improve ideation and production skills such as photography, design, and visual storytelling so that participants are able to create persuasive and relevant content with current trends, such as marketing memes or authentic product reviews (Tambunan et al., 2025).

3. Digital Data Analysis

Digital data analytics is the process of collecting, measuring, analyzing, and interpreting data from online sources such as websites, apps, and social media to understand user behavior, measure campaign performance, and gain actionable insights for better business decisions, such as optimizing marketing, improving customer experience, and increasing operational efficiency (Kadarisman, 2017). It involves specialized tools and techniques to track interactions, conversions, and trends to inform digital strategy. The goal of digital data analytics is to transform raw data into valuable insights for making intelligent decisions, understanding customer behavior, optimizing marketing and operational strategies, personalizing user experiences, predicting future trends, and improving business efficiency and competitive advantage in the digital age. It eliminates assumptions and provides a data-driven foundation for innovation and growth. Digital data analytics is crucial for cultivating marketing creativity because it provides evidence-based insights into consumer behavior, preferences, and trends, reducing reliance on intuition alone. These insights fuel the generation of more innovative, relevant, and effective campaign ideas (Kotler, 2008).

4. Adaptation and Innovation

Adaptation is the ability to adjust to environmental changes or new situations, while innovation is creating something new or a new, better way of doing something. Both are key to survival, relevance, and growth in a dynamic world, especially in the digital era and competitive economy. They complement each other to ensure the sustainability of both businesses and individuals (Hasibuan, 2016). The purpose of adaptation and innovation is to ensure sustainability, relevance, and competitiveness amidst change. Adaptation addresses the response to change while innovation creates new solutions. Both complement each other to increase efficiency, meet evolving customer needs, and create added value in business, education, and personal life. The main objective of marketing creativity training that focuses on adaptation and

innovation is to increase business competitiveness, understand market dynamics, and develop strategies that are responsive to changing trends. This type of training equips participants with the skills necessary to create unique and relevant marketing solutions in the modern era.

CONCLUSION

The results of this study provide insight into the need to analyze the marketing creativity training program in the digital era, as they demonstrate an impact on improving sales performance and business competitiveness. An effective the marketing creativity training program in the digital era equips participants with core competencies in digital media mastery and the ability to adapt to market trends. An effective the marketing creativity training program in the digital era is achieved through mastery of digital platforms, creative content development, digital data analysis, and adaptation and innovation.

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