

Smart as User-Generated Content in taking advantage of new economic opportunities for Students of SMK 60 Kedoya, West Jakarta

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Abstract

Social media is now an inherent part of one's life. Various communication activities are carried out, both personal, institutional and social. At the same time, social media has a vast and promising economic potential. The smart way to do this is through content management, which can be used as a new economic resource. Empowerment of entrepreneurial values through digital entrepreneurship competitions is considered indispensable in the millennial era. A high number of entrepreneurs can be achieved if the community is encouraged, conditioned, and motivated by someone to become an entrepreneur.

Entrepreneurial motivation is one of the critical determinants of business success. Through digital technology, entrepreneurship (digital entrepreneurship) has had a tremendous impact on the world. Digital businesses built through internet networks such as Google, Facebook or Microsoft have been able to change the world and form communication patterns without geographical barriers. Digitalization also has an impact on the development of new entrepreneurs. The potential for new business development is increasing because of opportunities to digitize business branches and shift business from offline to online, and where physically active traditional organizations go digital, for traditional entrepreneurs to shift to new forms of business in the digital age, both in terms of product, distribution and business location. This socialization is expected to foster business values for SMK 60 Kedoya students based on tourism competencies.

INTRODUCTION

Situation Analysis

The Indonesian government anticipates rapid economic and social changes by making entrepreneurship education one of the pillars of the economy. According to Spigel (2016), the high number of entrepreneurs is undoubtedly driven by the high motivation of a person in entrepreneurship. The entrepreneurial reason is one of the keys to determining business success.

Building entrepreneurial motivation in students can be done through academic and non-academic activities (Orziemgbe et al., 2014). An example of academic activity is through entrepreneurship learning which can encourage students to be more motivated to become entrepreneurs, namely through the

development of an entrepreneurial school environment that will be able to create entrepreneurial motivation that is born from students so that a stronger motivation is formed than motivation formed due to the environment or external factors. . The theory put forward by Nafziger (2011) says that the business environment affects entrepreneurial motivation. The entrepreneurial environment influences a person's entrepreneurial behaviour and characteristics. Based on this theory, entrepreneurial environmental factors affect youth entrepreneurship motivation. Vocational High School students with a conducive entrepreneurial environment tend to be more motivated to become entrepreneurs.

The Student's Column (2019) states that the millennial generation has more innovative, creative and critical thinking, so they can create more creative and innovative businesses and develop fast (Simatupang et al., 2010), and based on data from the Indonesia Millennial Report 2020 also states that 69.15% Indonesian millennial interest choose to be entrepreneurship. The type of entrepreneur in the current millennial era cannot be separated from technology.

Digital technology entrepreneurship has had a tremendous impact on the world. Digital businesses built through internet networks such as Google, Facebook, or Microsoft have changed the world and have formed communication patterns without geographic barriers. Digitization also has an impact on the development of new entrepreneurs. The potential for new business development is increasing due to the opportunity to digitize business branches and change businesses from offline to online (Musnaini et al., 2020).

The positive impact of digitalization on entrepreneurship also occurs in various forms, namely, promoting innovation, creating job opportunities, and increasing social and economic productivity so that it becomes a priority for governments in various countries. However, the digital entrepreneurial potential of millennial businesses must be developed by various parties. The parties that play a significant role are the government, universities, and industry. These three parties are the most conducive organizations in developing innovation (Musnaini et al., 2020). Digital entrepreneurship is a sub-category where traditional physically active organizations are digitized so that traditional entrepreneurs change into new forms of business in the digital era, both in product, distribution, and business location. Digital entrepreneurship aims to achieve new business opportunities through new media and internet technology.

Life Changer Allianz(2018); Another advantage of entrepreneurship at a young age is being close to the latest technology. Technological developments are increasingly rapid today, making entrepreneurs get convenience in terms of internet access as a medium for marketing, promotion, or doing business. Entrepreneurship by utilizing online companies is increasingly being done, such as opening an online shop, selling SEO (search engine optimization) and SEM (search engine marketing) services, freelance writing, and many more. At a relatively young age, he can understand the market's tastes at his age. Millennials know young people's tastes well, understand what is trending, or will become a trendsetter. So, there is no need to wait until they are old enough to build a new business if millennials can become successful entrepreneurs.

User-generated content (UGC) or user-generated content is any form of content created and shared by users based on their experiences, opinions, ideas

or feedback. Digital platforms, especially social media, are central to user-generated content. (Lobato et al., 2011)

Regarding marketing, UGC (Pangaribuan et al., 2019) (O'Hern & Kahle, 2013) is brand-relevant content, which can be in the form of online reviews, product photos, customer feedback, product videos, and so on.

Being experience-driven and honest, UGC is the most reliable, trusted and authentic form of content compared to marketing content created by the brands. These features make marketers crave this valuable user-generated content. Now almost everyone has the power to create quality content. People continuously create their content and share it with others online. Based on the description above, it can be seen that everyone has opportunities to improve their economy through activities to become UGC in activities in online media. Therefore our community service team considers the following:

- How to take advantage of new economic opportunities through UGC for West Jakarta Vocational School 60 Kedoya Students?
- How to implement this opportunity by increasing intelligence in managing messages on social media by SMK 60 Kedoya West Jakarta students?.

METHODE

This community service is carried out in the form of socialization to the younger generation of Siswa SMK 60 Kedoya Jakarta Barat in two main stages. The target of this activity is the younger generation of Siswa SMK 60 Kedoya West Jakarta. This community service is carried out in the form of socialization to Siswa SMK 60 Kedoya Jakarta Barat. This method of socializing community service activities is carried out through:

- 1) Delivering material about entrepreneurial values online in front of an audience.
- 2) Submission of material accompanied by examples of videos and pictures of entrepreneurial content.
- 3) Question and Answer Session: given the opportunity for participants to ask about the material that has been presented.

Through the socialization of entrepreneurship and digienterpreneurship, the expected outcomes of the participants are:

Having the values of a tough, creative, and innovative entrepreneur.

1. Have digital entrepreneurship competence in students.

Activity evaluation is a process to collect data and information needed in the training program. Training evaluation is more focused on reviewing the training process and assessing the training results and the impact of the movement. Training evaluation has a function as a process controller from the results of the training program so that a systematic, effective and efficient training program can be guaranteed. The training evaluation tries to get information about the training program results and includes feedback from the training participants, which is very helpful in improving the training through the questionnaire provided.

Training evaluation is carried out with the aim of:

- a. Find out which parts of the training have succeeded in achieving the objectives and which parts have not been successful so that corrective measures can be made.

- b. Provide opportunities for participants to contribute suggestions and assessments of the program being implemented.
- c. Provide input for program planning.
- d. Provide input for the program's continuation, expansion, and termination.
- e. Provide input to modify the program.
- f. Obtaining information about the supporting and inhibiting factors of the program.

Several models of training evaluation include: (Santoso, 2014) Formative Evaluation Model is an evaluation carried out on the process that occurs to provide feedback for the implementers of the training program. The results obtained after the community service activities were carried out were that teenagers in the Gerending area, Keroncong District, Pandeglang Banten had the motivation to become entrepreneurs by realizing the importance of entrepreneurial values and opportunities to take advantage of and make digital media a new economic source that could improve their standard of living.

RESULT AND DISCUSSIONS

Implementation of Activities

The Community service was held on March 15, 2023, at SMK 60 Duri Kepa, West Jakarta. This activity is carried out face-to-face / offline by directly visiting schools that have been used as places for Community Service implementation. This activity also collaborated with Universiti Sains Malaysia.

The activities began with an opening ceremony attended by the school, a team from Mercu Buana University and Dr Mohamad Saifudin Mohamad Saleh from Universiti Sains Malaysia. The opening was also filled with several remarks, including from the vice rector for resources at Mercu Buana University, then from the Dean of the Faculty of Communication Sciences, and representatives from the school from SMK 60 Duri Kepa, West Jakarta.

In the first session, Dr Mohamad Saifudin Mohamad Saleh from Universiti Sains Malaysia gave material to SMK 60 West Jakarta students regarding sustainability communication. The material presented was also accompanied by case examples presented. Also, it opened up the participants' thoughts regarding comparing conditions between the two countries, Indonesia and Malaysia in the context of interaction and communication between the people. The interactions used by the presenters are also accessible for participants to understand. The delivery is not formal, so the communication approach can attract participants to pay attention to the material provided.

Furthermore, the participants received a second, more specific material regarding Smart as User-Generated Content in taking advantage of new economic opportunities for Students delivered by PPM implementers from Mercu Buana University. The presentation of the material includes the following topics;

(a) UGC concept

UGC stands for User Generated Content. It refers to any form of content, such as text, images, video and audio, that users create and share on online platforms or

social media networks. UGC is a broad term that covers a wide variety of content, including social media posts, blog comments, product reviews, forum discussions and more.

The UGC concept has gained significant popularity with the advent of social media and the widespread accessibility of digital content-creation tools. It enables individuals to actively participate in creating and sharing content, empowering them to contribute their perspectives, experiences and creativity.

One of the main characteristics of UGC is that it is generated by users, not professional content creators or media outlets. This content is often authentic, and diverse, and reflects the opinions and interests of the individuals who create it. UGC has become a powerful tool for individuals to express themselves, connect with others, and influence public opinion.

Many businesses and organizations have recognized the value of UGC as a marketing and engagement strategy. They encourage their customers or audience to create and share content related to their brand, product or service. This approach helps build a sense of community, increases brand visibility, and can generate valuable insights and feedback.

However, UGC also presents challenges regarding content moderation and quality control. Because anyone can create and share content, there is a need to manage inappropriate or harmful content that may violate community guidelines or legal requirements. Platforms often use a variety of moderation strategies, including automated systems and human review, to ensure UGC aligns with their policies.

UGC has changed how people interact, share information, and consume content online. It has democratized content creation, giving individuals a voice and enabling them to contribute meaningfully to the digital landscape.

(b) Digital media platforms for Popular UGC implementations

Several popular digital media platforms have successfully implemented user-generated content (UGC) as a core part of their offering. Here are some notable examples: **Social Media Platforms:** Social media platforms like Facebook, Instagram, Twitter and Snapchat have been at the forefront of UGC. This platform allows users to share posts, photos, and videos and interact with others through comments, likes and shares. They have become a hub for UGC, allowing users to express themselves, connect with friends and followers, and discover content created by others.

Video Sharing Platform: YouTube is a prime example of a video-sharing platform that relies heavily on UGC. Users can create and upload videos on various topics, from vlogs and tutorials to music covers and comedy sketches. Other video-sharing platforms like TikTok and Twitch are also gaining popularity due to their UGC-focused formats.

Content Aggregation Platforms: Platforms like Reddit and Quora operate on the concept of UGC through content aggregation and community-based discussions. Users can create posts, ask questions and provide answers or engage in conversations with others about various topics of interest. The platform relies on user contributions to compile and prioritize content.

Review and Recommendation Platforms: Yelp, TripAdvisor, and Amazon customer reviews heavily leverage UGC to provide feedback, ratings, and recommendations on products, services, and businesses. Users can share experiences, offer opinions, and help others make decisions based on their reviews.

Crowdsourcing Platforms: Kickstarter and Indiegogo allow individuals to create and fund projects through UGC. Users can present their ideas, display prototypes, and seek financial support from the community. UGC plays an essential role in promoting and driving the success of these projects. Blogging and Publishing Platforms: Blogging platforms such as WordPress and Medium allow individuals to create and publish their own written content. Users can share their thoughts, expertise and stories with a broad audience. The platform often encourages engagement through comments and social sharing, fostering community around UGC.

It is important to note that the landscape of digital media platforms and UGC implementations is constantly evolving. New platforms are constantly emerging as technology advances and user preferences change.

(c) UGC Income Opportunity

User-generated content (UGC) can provide income opportunities for individuals who create and share content online. Here are some ways UGC can be monetized: Ad Revenue Sharing: Some platforms, such as YouTube and Twitch, offer revenue sharing programs for creators. Ads are displayed on the creator's video or live stream, and the platform shares a portion of the ad revenue with the content creator based on factors such as views, engagement, and ad impressions.

Brand Collaborations and Sponsorships: As a UGC creator, you can collaborate with brands and businesses that resonate with your content and audience. Brands can sponsor your content, provide complimentary products or services, or pay you to promote their offerings. This can be done through sponsored posts, product reviews, or integrating branding in your content.

Affiliate Marketing: Affiliate marketing involves promoting a product or service and earning a commission for every sale or referral made through your unique affiliate link. As a UGC creator, you can recommend products you like and include affiliate links in your content or description. When someone purchases through your link, you earn a commission.

Patreon or Membership Platforms: Patreon and similar membership platforms allow creators to offer exclusive content, perks, and experiences to their niche audience in exchange for a monthly subscription or donation. This can provide a steady stream of income and a direct connection with your most loyal fans.

Merchandise and E-commerce: If you have a dedicated following, you can create and sell merchandise related to your brand or content. This can include clothing, accessories, digital products or even personalized services. Platforms like Teespring, Redbubble and Shopify can help you set up an online store.

Crowdfunding: In some cases, UGC creators may choose a crowdfunding platform such as Kickstarter, Indiegogo, or Patreon's "Creator Funded" feature to fund their project directly. Users can donate money to support your creative endeavors in exchange for exclusive gifts or early access to your content.

It's worth noting that building a sustainable income from UGC often requires consistent effort, a loyal audience, and a well-defined niche. It may take time to grow your following and build a income stream. Additionally, it is critical to comply with platform guidelines, disclose sponsored content, and maintain transparency with your audience to maintain trust and credibility.

(c) Opportunity to advantages from UGC

There are several advantages and opportunities that individuals and businesses can take advantage of by leveraging user-generated content (UGC). Here are some of the main advantages:

Authenticity and Trust: UGC is often perceived as more authentic and trustworthy than traditional marketing content. Reviews, testimonials, and user-generated experiences provide social proof and can influence potential customers' buying decisions. By incorporating UGC into their marketing strategy, businesses can build trust with their audience and increase the credibility of their brand.

Cost-Effective: UGC can be a cost-effective way to produce content. Instead of investing in creating all the content themselves, businesses can leverage their community of users to generate a steady stream of content. This reduces production costs and allows multiple perspectives and creativity.

Increased Engagement and Interaction: UGC encourages active participation from users, fostering a sense of community and engagement. Users who contribute content are more likely to engage emotionally and actively interact with brands or platforms. This can improve engagement metrics such as likes, shares, comments and overall user engagement.

Expanded Reach and Brand Awareness: UGC can extend a brand's reach beyond its immediate audience. When users create and share brand-related content, their friends, followers and connections are exposed to it, increasing brand visibility and awareness. UGC can reach new audiences through organic sharing and word of mouth.

Valuable Insights and Feedback: UGC gives businesses direct access to customer feedback, insights, and preferences. By analyzing user-generated content, companies can better understand their target audience, identify trends and make data-driven decisions. This feedback can help improve products, services and the overall customer experience.

Enhanced Creativity and Innovation: UGC brings diverse perspectives and ideas to the forefront. By tapping into user creativity, businesses can find innovative approaches, unique content, and fresh ideas that might have been overlooked. UGC can inspire new directions and help businesses stay relevant and adaptable in a rapidly changing landscape.

User-Defined Marketing Assets: UGC can serve as a valuable source of marketing assets. Photos, videos, testimonials and user-generated stories can be reused and used in various marketing campaigns, social media posts, website content and advertisements. This saves time and resources and adds an authentic touch to marketing materials.

It is important to note that while UGC offers many opportunities, businesses must also pay attention to ethical considerations, copyright issues and privacy concerns when leveraging user-generated content. Proper moderation and clear guidelines for using UGC should be in place to ensure a positive and respectful user experience.

(d) Creation of Creative Content

Creating creative content involves developing and producing original and imaginative material that engages and engages audiences. Here are some steps to consider when creating creative content: **Define Your Goals and Audience:** Define your content goals and identify your target audience. What message do you want to convey,

and who do you want to reach? Understanding your purpose and audience will help guide your creative decisions.

Brainstorm Ideas: Engage in brainstorming sessions to come up with creative concepts. Encourage outside-the-box thinking and explore different angles, perspectives and formats. Consider the media you'll be using, whether it's text, images, video, or a combination of elements.

Research and Inspiration: Do research to gather information and inspiration on your topic. Explore existing content in your niche, analyze successful examples, and identify gaps or opportunities for unique contributions. Stay updated on current trends and emerging ideas.

Develop a Unique Angle: Differentiate your content by presenting a new perspective or approach. Look for innovative ways to present ideas, tell stories or offer solutions. Find a unique angle that sets your content apart from others in your field.

Storytelling and Narration: Create engaging narratives that capture attention and resonate with your audience. Incorporates storytelling techniques such as relatable characters, conflicts, emotions, and plot twists. Storytelling helps create an emotional connection and keeps the audience engaged.

Use Visual Elements: Visuals play an essential role in creating content. Use images, illustrations, infographics and videos to enhance visual appeal and communicate information effectively. Visual elements can evoke emotion, simplify complex concepts, and make your content more memorable.

Experiment with Formats: Explore different content formats to keep your audience engaged. Experiment with blog posts, podcasts, videos, interactive experiences, social media campaigns, or other media that match your audience's content and preferences. Tailor your content to multiple platforms and channels for greater reach.

Incorporating Creativity Techniques: Use mind mapping, freewriting, or concept sketching to generate unique ideas and overcome creative barriers. Embrace experimentation, take risks, and be open to unconventional approaches. Emphasize innovation and originality in your content.

Refine and Polish: Review and revise your content to ensure clarity, coherence and quality. Pay attention to grammar, spelling, and overall presentation. Seek feedback from trusted sources to get a different perspective and further improve your content.

Test and Analyze: Once your content is published, monitor its performance and gather feedback. Analyze engagement metrics, user comments and audience reactions. Learn from data and insights to refine your future content creation strategy. Remember, creativity is subjective, and no one-size-fits-all approach. Embrace your unique style, sound and ideas while continuing to explore and push the limits of your creativity.

The participants already know the types of digital media platforms. However, the characteristics of each digital media are still not understood, so the presentation of the material provides more examples that are close and often found in the environment around the participants regarding social media. Participants know the phenomenon currently happening around the presence of digital media. For example, many new professions exist along with the development of digital media, therefore departing from the knowledge possessed by the participants, the presenters discuss in more depth that the participants are young people who are also proficient in using digital media

can take the role of being part of the development of digital media, especially later with new professions related to digital media, not only as followers of the flow, but they can become trendsetters, influencers, pioneers who can also provide advantages for themselves and advantages for any person.

The presentation of material is delivered interactively by presenting examples of content creators they know and have succeeded in grabbing public attention with the content they produce. The participants were also very enthusiastic in asking questions about the material provided that was relevant to their lives, as seen from their enthusiasm to ask something that they did not know in depth about the types of content in digital media, how to create creative content, how to build themselves to have a charm in digital media, how to manage digital media optimally, to discussions about experiences or problems they have encountered when creating content and using digital media so far. The participants who are still teenagers have sufficient competence to use digital media. However, they do not understand how to seize opportunities to gain economic advantages in the digital media sector.

The discussion took place informally to adapt the communication approach to the still teenage participants. The participants were also active, creating two-way communication in a conducive atmosphere in this PPM activity. Based on the results of the questionnaire distributed to the participants, they felt the benefits of the PPM activities, including the material provided, because this could increase knowledge, competence, and creativity because this activity was considered to discuss topics that were right for the current needs of participants.

Discussion

Smart as User-Generated Content (UGC) is one way that can be used by high school students or teenagers in general to benefit. UGC is user-generated content or information on digital platforms such as social media or websites. In recent years, UGC has become increasingly popular as individuals make money through the content they create on digital platforms such as YouTube or Instagram. Therefore, using UGC can provide income-generating opportunities for vocational high school students or youth in general.

The participants, who were vocational school students and included in the youth or younger generation, felt it was very appropriate to receive material on Smart as User-Generated Content to take advantage of new economic opportunities for Students. This is because they are still very relevant to their current lives, inseparable from the presence of digital media, where they act as prosumers simultaneously when using digital media. They can be producers of content as well as consumers of content on media platforms. Digital Content is familiar to these teenagers. They can already choose which content is fascinating to watch and which content they miss. This will form a pattern on their digital track record which will also read their interests in what fields in digital media.

Along with the development of technology and the features of digital media that provide opportunities for users to be more active than in previous media times, this is also related to the advantages of digital media which can support unlimited connections and interactions in digital media networks. If previously the public could only get information from one source, at that time the community could also play an active role as account owners on each media platform to be able to provide the information they created in the form of content and publish it to other audiences too.

also receive this information. The concept of one to many and turning into many to many illustrates the current information dissemination in digital media.

Adolescents who are the target of this PPM activity can operationalize digital media, especially social media, because they use it in their daily lives for things related to their lives, both for their learning media needs and entertainment media. They are also students from vocational high schools preparing provisions to later enter the professional industry according to their expertise. Therefore, an understanding for them of the importance of digital media at this time can also create jobs for them in the future, which is an opportunity to gain economic benefits from digital media, one of which is to be an intelligent user in utilizing digital media, managing, being active users, especially in producing content.

During the implementation of the presentation of the PPM material given to the participants, examples of public figures from the younger generation who were successful in utilizing digital media by becoming content creators and benefiting financially from digital media were shown. This illustrates that work today is quite diverse with the presence of digital media, for example, the emergence of influencers, YouTubers, celebgrams, selebtiktok, content creators, entrepreneurs in online media, and so on. The students also captured this phenomenon. Some of them also desired to have professions in digital media, one of which was content creation. They feel that their income in the field of digital media is far greater than that of workers in general. They also see how when a content creator who is already successful has a creative team behind the scenes that supports the creation of exciting content to be shared on digital media, they can indirectly create jobs for themselves and open jobs for others by becoming a team shared content. This is also based on engaging content, which is the key to getting the audience's attention, because the more interesting the content produced, the more likely it is to get high engagement from the audience. This engagement can be converted into financial income.

Smart as User-Generated Content is a concept that prioritizes the role of students or youth to create content that benefits society. In this context, students or youth will be invited to produce content related to education, health, social and other fields. Community service programs like this will benefit students or youth in improving their communication skills, collaborating, and producing quality content. In addition, this program can also benefit the community because they can obtain new information and knowledge from content produced by these students or youth.

CONCLUSIONS AND SUGGESTIONS

Conclusions

This Community Service Activity, Faculty of Communication Sciences, Mercu Buana University, was carried out in collaboration with Universiti Sains Malaysia. The activity theme is Smart as User-Generated Content in Utilizing New Economic Opportunities for Students. Participants and the activity's location at SMK 60 Duri Kepa, West Jakarta.

This community service activity concludes that high school students or teenagers generally get more detailed information about Smart as User-Generated Content and the current opportunities. In addition, students also understand how to create good content, reach more users, and expand their media reach. With this material, it is hoped that more students or youth will improve their skills in creating

content, exploring User-Generated Content to advantages from the economic opportunities currently available in digital media.

User-Generated Content can be used as an effective one for vocational high school students and youth, in general, to take advantage of the economic opportunities currently available in today's digital media. By using User-Generated Content, students and youth can benefit through the content they create on digital platforms such as YouTube or Instagram which are becoming increasingly popular. This community service activity helps help vocational high school students and youth to create quality content, improve their skills and creativity in creating content, and help them to expand their media reach. It is hoped that this community service can motivate high school students and youth to be able to produce quality content and authentic beauty through Smart as User-Generated Content so that, in line with this, they can seize existing economic opportunities to get maximum benefits both materially as well as non-material for themselves and for the surrounding environment, especially to become self-development as capital to become competent and superior resources in facing the challenges of globalization and digitalization in the future.

Suggestions

Suggestions that can be submitted for this Community Service activity are collaborative activities between the Faculty of Communication Sciences, Mercu Buana University and related parties such as academics and also the school as the target audience, as well as other general public can continue and be maintained in the future so that it can be remade for planning the development of a sustainable training program. Community Service activities, including providing education, literacy and training, must be held regularly to improve competence as personal assets.

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