

Enhancing Digital Literacy for Senior High School Students in Yogyakarta in Dealing with the Challenges of Productivity in the New Normal Adaptation Era

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ABSTRACT

This Community Service (PkM) activity had the aim of providing student's knowledge and understanding related to the implementation of digital literacy in the business world as an effort to deal with various challenges in the new normal adaptation era. The targeted audience for this activity were senior high school students at SMA Muhammadiyah 5 Yogyakarta. This activity was carried out by giving seminars conducted online on Thursday, May 27, 2021. The theme for this activity was "*Re-Start Your Life: Keep Productive During the Pandemic*". Through this activity, students were expected to be able to understand related opportunities and challenges of managing business in the digital era, optimizing the use of digital marketing as a means of promotion, and creating attractive marketing contents. In addition, this PkM activity also aimed to make students more motivated and bold to start a business.

This seminar was attended by class grade 10th and 11th of SMA Muhammadiyah 5 Yogyakarta. The methods used in this activity were: 1) lecturing and discussions; 2) doing post-test to measure students' understanding of the material presented; 3) filling out the PkM activity evaluation form conducted by the team. This PkM activity was did well although it was carried out online using the Zoom meeting application. This can be seen from the results of the post-test given to students, as many as 194 students got a post-test score above 70. In addition, the results of the survey related to the evaluation of activities showed that as many as 188 students felt that the material presented by the team could increase their insight, and as many as 194 students gave their opinion that the team had delivered and presented the material smoothly.

Kata Kunci: *digital literacy, challenges, productive*