

The Effect of Using Educational Videos in Digital Marketing Education and Training Programs on Improving the Marketing Knowledge of Members of Village-Owned Enterprises (BUMDes) Bina Sejahtera Kedungadem Village Bojonegoro Regency

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Abstract

The rapid development of digital technology requires every BUMDes organization to be able to improve the competence of its members regarding digital marketing. One way is to increase marketing knowledge through digital marketing education and training using educational videos. This study aims to determine the effect of using educational videos in digital marketing education and training on increasing the marketing knowledge of BUMDes Bina Sejahtera members of Kedungadem Village. This study used a pre-experiment design of one group pre-test post-test design. The population of this study were 50 BUMDes members. The sample of this study was 44 BUMDes members selected by cluster random sampling. The research data was collected using questionnaires and paired t-test ($\alpha \leq 0.005$). The results showed that 34 BUMDes members (77.2%) had a low level of knowledge before being given digital marketing education and training using educational videos and increased to (77.3%) after being given digital marketing education and training using educational videos. The paired t-test results show that there is an effect of using educational video media in digital marketing education and training on increasing the marketing knowledge of BUMDes members ($P=0,00$). Future research can conduct research by providing a control group and using other comparison methods.

Keywords: Education and training, Digital Marketing, educational video, knowledge, learning media

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INTRODUCTION

One of the targets of national development in rural areas is to improve the quality of human resources of village officials and their communities. One of the important efforts made to improve human resources is through education and training activities. According to [1], the nature of education is a process of informing and educating students. Telling means inserting an understanding, statement and reasoning into the learner's brain to know about something. Educating means changing the behavior of learners in accordance with applicable social values and rules. While education is an educational procedure that focuses on direct experience and not theoretical knowledge carried out by individuals or teams using teaching methods for adults and aims to improve one or several types of certain abilities [2]. Meanwhile, according to states that the training function allows human resources to bring out their potential [3]. An in-depth training program acts as a tool to improve employees' skills and knowledge and enable them to do their jobs better. Training and development is very important for employees, organizations, and organizational effectiveness.

Education and training is one type of informal education, as is the case with formal education at school in delivering an informal education material also requires media to support learning so that it can increase motivation for training participants. Several factors that affect the training process are software and hardware. The software for this learning process includes curriculum, learning organization, rules, teaching and learning methods, and the lecturer or coach himself. Even though hardware also greatly influences the educational process in spaces such as buildings, reference books, teaching aids (media), etc [4]. To increase knowledge in order to obtain effective results and attract public interest, tools or media are needed as a source of information [5]. There are various kinds of educational media that can be used, namely lecture media, audio, print media, visual, audio visual media, and computer media, interactive and props [6]. So that in an education and training, interesting and appropriate media are needed so that respondents can easily understand and apply it.

So far, in practice, the implementation of education and training in villages rarely uses media but more often uses the lecture method in delivering material. Mentioned in his journal that "media" comes from the Latin word "media" which means "intermediary" or "presentation". In addition, the media is a means of channeling messages or learning through the source of the message to the target or recipient of the message. The use of the learning environment can help achieve learning success [7]. The learning media that will be used in this study is educational video media, in accordance with research [8] based on the results of the study that the use of learning video media on the cell metabolism sub chapter is able to improve student learning outcomes. Student learning outcomes through normalized gain analysis show 11 students in the medium category and 12 students in the very high category. Audiovisual media can also create an attractive classroom atmosphere for learning in the classroom. The use of video media can also improve student learning outcomes [9]. The results of research conducted on 27 respondents who became research samples found 79.634% who said they strongly agreed that learning human digestive organs was done using learning videos.

Video media or commonly referred to as audio-visual learning media is a combination of audio and visual or commonly referred to as listening media. Video media will make it easier for teachers to convey learning material because of this media will replace the teacher's role as a presenter of material who turns into a learning facilitator [8]. Video media is a learning medium that is not listed in student books and teacher books which are a series of electronic images accompanied by audio elements that can be seen and heard, so this media is quite interesting and effective [10]. Video media is an intermediary tool used by educators to convey material to students. Based

on the explanation above, the researcher draws the conclusion that the media is a tool or intermediary for an educator to provide information about the material to be studied to students. Educational videos are a medium used in the teaching and learning process in schools which has many benefits for improving thinking skills, increasing knowledge, improving human resources [11]. Videos Education here is a learning media made in the form of videos that contain educational and training materials that are packaged in an attractive, interactive and educational manner.

Today's rapid technological developments, the digital world and the internet certainly affect the world of marketing as well. Marketing communication methods that used to be traditional and conventional are now integrated into the digital world [12]. The rapid development of technology, the digital world and the internet will certainly affect the world of marketing as well. Marketing trends in the world have shifted from traditional methods (offline) to digital methods (online) [13]. The development of information technology currently provides opportunities for small and large businesses to take advantage of current technological developments in running their business. With more and more competitors, market competition is getting tighter and more difficult. Business competition today is different from 20 or 25 years ago [14]. If previously the company implemented an effective marketing strategy with door to door sales techniques, but for now these techniques are no longer effective. Attracting the target market by using the right marketing strategy and media channels that can later increase sales volume [15]. With digital media, we can change the way we interact with customers faster and change our business perspective. So, it is important to try digital-based marketing methods rather than relying on traditional tactics such as marketing using billboards or print ads.

Digital marketing is a marketing strategy that uses digital media and the internet [16]. This digital marketing strategy has more potential because it allows potential customers to get all kinds of information about products and make transactions via the internet. Digital marketing is sales promotion and market research through digital online media using various tools such as social networks. Now, in the virtual world, humans are no longer able to connect only with devices, but also humans with other people anywhere in the world [17]. Therefore, in the development of information and communication technology, improving marketing skills is becoming an urgent matter. Increasing digital marketing knowledge has an effect on increasing sales of goods or services [18].

Village-Owned Enterprises are required to use digital technology as a medium in developments in the digital era such as today in marketing through social media such as Facebook, Instagram and also advertising media that we can use as a medium in promoting (BUMDES) which opens up opportunities to expand the market or marketing and it is hoped that there will be an increase in income (BUMDES) itself [19]. This statement is inversely proportional to the conditions that exist in rural communities, namely the low human resources of rural communities for digitalization so that they need to get digital marketing education and training.

Based on the above problems, researchers decided to use educational video media in digital marketing education and training. This study aims to analyze the effect of providing educational video media in education and training on marketing knowledge of BUMDes Bina Sejahtera members in Kedungadem Village, Kedungadem District, Bojonegoro Regency.

METHODS

This research is a quantitative research using experimental methods. The design used in this study was a pre-experimental design which included only one class as a test class without a control class. The pretest design used in this study is the One Group Pretest-Posttest Design. In this study, the test was given twice, namely pre-experimental and post-experimental. Observations made before the experiment (O1)

are called pretest, and observations made after the experiment (O2) are called posttest. For more details, this research design can be described as follows:

Table 1. One Group Pretest – Posttest Design

Pretest	Treatment	Posttest
O1	X	O2

Source: [20]

This research was conducted in Kedungadem Village, Kedungadem District, Bojonegoro Regency on May 11 and 12, 2023. The population in this study were members of BUMDes Bina Sejahtera in Kedungadem Village, Kedungadem District, Bojonegoro Regency, totaling 50 people. The research sample amounted to 32 people determined based on the slovin formula with $\alpha = 0.05$. The sample was obtained by cluster random sampling from several hamlets. The detail can be perceived in the following figure:

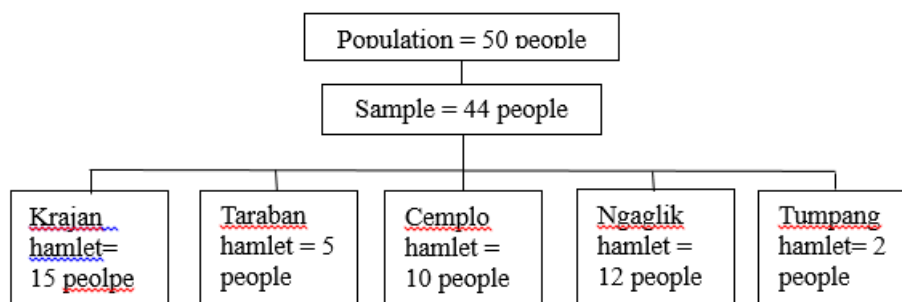


Figure 1. Random Sampling Clusters

The instrument or tool used in this study is to use a questionnaire compiled by a research team consisting of 10 questions. The questionnaire has been tested for validity on 30 BUMDes administrators in Kepohkidul Village, Kedungadem District, Bojonegoro Regency which shows the value of 10 valid items with a value of <0.374 and an Alpha-Chronbach value of 0.749 which states that the questionnaire is reliable. The level of knowledge was categorized into 3 categories: good (score 76-100), moderate (score 56-7), and poor (score ≤ 55).

Before conducting statistical tests, data distribution tests were carried out first using a comparison of skewness values, namely the comparison of skewness values and standard error skewness which showed pre-test results of 0.18 (-2 sd 2) and post-test 0.11 (-2 sd 2) which means normal data distribution. Then analyzed using the Paired t-test ($\alpha < 0.05$).

RESULTS AND DISCUSSIONS

This study aims to determine whether there is an effect on increasing knowledge about marketing of BUMDes members after being given education and training in digital marketing with the help of educational videos. Below is explained the demographic data of BUMDes members and the data analysis results of the pretest and posttest. This research was conducted in Kedungadem Village, Kedungadem Subdistrict, Bojonegoro Regency on May 11 and 12, 2023. On May 11, 44 people attended, while on March 12, 44 people attended.

Table 2. Demographic Data

Variables		N	%
Type Sex	Man	15	34.1
	Woman	29	65.9
	Total	44	100
Education	JUNIOR HIGH	6	13.6

	SCHOOL		68.2
	SENIOR HIGH	30	18.2
	SCHOOL		
	PT	8	
	Total	44	100
Age (y/o)	<30	18	40.9
	30-50	20	45.5
	>50	6	13.6
	Total	44	100
Length of Work	<5 years	9	20.5
	5-10 years	25	56.8
	>10 years	10	22.7
	Total	44	100
Understanding digital marketing	Understanding	36	81.8
	Field		
	Understanding	7	15.9
	Very	1	2.3
	Understanding		
	Total	44	100

Based on Table 2. shows that almost all (65.9%) BUMDes administrators are male. Almost all BUMDes administrators (68.2%) have a high school education and most (45.5%) are aged 30-50 years. Most (56.8%) of the BUMDes administrators have been working for 5-10 years. 81.8% of BUMDes administrators do not understand digital marketing.

Table 3. Level of knowledge of BUMDes Management before and after being given educational videos in digital marketing education and training

Knowledge Level	Pre-test		Post test	
	N	%	N	%
Good	-	-	34	77.3
Enough	12	27.3	10	22.7
Not enough	32	72.7	-	-
Total	44	100	44	100

Based on Table 2. Shows that 72.7% of BUMDes administrators had poor knowledge before being given educational videos. After being given educational videos in digital marketing training and education, 77.3% BUMDes administrators have good knowledge.

Table 3. Statistical Analysis .

Knowledge Level	N	min-max	Mean±SD	P
Pre test	44	30-70	52.27±2.153	
Post test	44	70-100	85.90±1.635	0,000

Based on Table 3. Shows that before being given an educational video, the mean value of BUMDes management knowledge was 52.27, with a minimum value of 30 and a maximum of 70. After being given an educational video, the mean value of BUMDes management knowledge increased to 85.90 with a minimum value of 70 and a maximum of 100 with a mean pre-posttest difference of 33.63. The results of the Paired t test show a value of $p = 0.000$ ($p < 0.05$) which means that there is an effect of educational videos in digital marketing education and training on the marketing

knowledge of BUMDes Bina Sejahtera members in Kedungadem Village, Kedungadem District, Bojonegoro Regency.

The results showed that there was an effect of providing digital marketing education and training with educational videos on the knowledge of BUMDes administrators. This is evidenced by the increase in the mean average of pretest and posttest by 33.63 from (52.27 to 85.90).

The results of this study are in line with research which shows that there is an effect of health education using audio-visual media on Basic Life Support knowledge in SMK 1 Banjarbaru students with a mean average of 58.81 (from 26.67 to 85.48) [21]. Mentioned that there was an effect of providing audio visual education on the level of knowledge of students about the occurrence of avulsions in West Sumatra with an increase in the mean difference of 2.97 (from 9.47 to 12.44) [22]. Ardinto's research shows that there is an effect of providing health education using the method of providing educational videos on increasing knowledge of snake bite first aid in farmer groups in Lamongan with a mean difference of 26.83 from (60.50 to 87.33) [23].

The use of educational videos is proven to increase knowledge compared to lecture methods and printed media. The possibility of increasing knowledge is influenced by digital marketing education and training conducted through educational video media provided from start to finish.

Factors that influence knowledge include education, mass media or information sources, social culture and economy, environment, experience and age [24]. In this study, the factors that greatly influence the knowledge of BUMDes administrators are the lack of digital marketing information and the level of education, thus making the BUMDes administrators' awareness of digital marketing low. In the results of the pre-test knowledge questionnaire, it shows that there is a lot of lack of knowledge about the application, namely the use of digital-based marketing media such as Facebook, Instagram, Wathsap, Tiktok and others, many BUMDes administrators answered that marketing is done traditionally, namely using print media or billboards. Based on the research demographic data, almost all (68.2%) BUMDes administrators have a high school education level. This level of education shows the basic education category. This will affect a person's ability to capture the material presented, so that the knowledge gained will be lacking.

This is in accordance with the theory that one of the factors affecting knowledge is the level of education that has been obtained so that it affects behavior, attitudes, motivation levels, skills, ways of speaking or communicating, and the higher a person's level of education, the easier it will be to capture information [25]. Providing digital marketing education and training must be accompanied by factors that support the receipt of information by using language that is easy to understand with topics or information provided that is not complicated and related to digital marketing media that often appear in society [26]. The information provided to respondents using video media is understandable because each respondent will easily understand if there are images that can be seen and sounds that can be heard. In this case it is considered efficient and practical, videos are easier to understand and can be shown repeatedly so that it is effective to change the views of the target to be given intervention [27].

Video viewing is very suitable for one's learning, because knowledge is mostly obtained through the sense of sight (30%) and the sense of hearing (10%), meaning that the more senses that are involved in obtaining knowledge, the easier it will be to understand the knowledge [25]. Supported by a theory stating that audio-visual media is media that has elements of sound, images and various variations that are delivered through tools such as television, computer/laptop, Liquid Crystal Display (LCD), Compact Disk (CD), Video Compact Disk (VCD), and Digital Varsatile Disk (DVD) [22]. Providing health education with computers/laptops and LCDs will provide opportunities

for respondents to get authentic material and create a more attractive environment so that they can interact more widely [28].

CONCLUSION

Providing digital marketing education and training using educational videos can improve the marketing knowledge of BUMDes Bina Sejahtera members in Kedungadem Village. The provision of education and training is very useful for BUMDes members in increasing their knowledge related to digital marketing. Educational video media used in digital marketing education and training can be played back during the BUMDes members' regular meeting agenda so that all members gain knowledge about digital marketing. In addition, the results of this study can be used as a reference for future researchers to conduct further research using a control group and other methods as a comparison.

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