

# Encouraging Entrepreneurial Spirit in Generation Z through Digital Marketing (Tiket10.Com) Education and Training

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## Abstract

Digital marketing-based entrepreneurship training is an effort to prepare Generation Z to enter the digital business world by utilizing digital Tiket10.Com platforms. The focus of this training is to teach skills for Generation Z such as online marketing, inventory management, and customer service. Trainees will be guided in understanding digital marketing and effective marketing strategies to increase the visibility of their products. In addition, the training also includes managing transactions safely and efficiently. Tiket10.Com, as a digital marketing company engaged in selling airline tickets, trains, telephone credits, as well as electricity and water payments, will provide deep insight into the industry. This education and training also guide participants to understand consumer behavior and the latest market trends, as well as leverage data to make smart decisions in their business. Through Tiket10.Com training, it is expected that Generation Z will be equipped with the knowledge and skills necessary to succeed in managing their own digital marketing business. This is expected to encourage economic growth in the region and open up new opportunities for independence and career development of Generation Z in the digital era.

**Keywords:** *Digital Marketing, Entrepreneurship, Entrepreneurial Intention, Generation Z, Tiket10.com.*

## Introduction

In an era where technological change and economic dynamics are experiencing exponential growth, it is important for young people, especially Generation Z, to have relevant and adaptive skills to face future challenges. Amidst this wave of transformation, entrepreneurship education has emerged as one of the key foundations in preparing individuals for success in this ever-changing world.

Entrepreneurship education is an important milestone in preparing future generations to become innovative and competitive leaders in the ever-evolving business world. Through entrepreneurship education, individuals are armed with the knowledge, skills, and attitudes necessary to blaze their ventures or contribute significantly in a dynamic work environment (Banjarnahor AR, 2023).

Entrepreneurship education talks about creating new entrepreneurs and developing an entrepreneurial spirit within every individual, whether they are about to start their own business or work in a large organization. Entrepreneurship education includes in-depth practical learning, with an emphasis on field experiences, case studies, and business simulations. Through these projects, learners learn to identify opportunities, develop business plans, manage finances, and understand the market. They are also taught to overcome obstacles and failures as a natural part of the business development process. Entrepreneurship education empowers people to think creatively, take measurable risks, manage resources, and solve problems in innovative ways (Muthumeena and Yogeswaran, 2022).

Moreover, Entrepreneurship education is not only limited to practical aspects but also includes the development of character and mental attitudes necessary to succeed in the business world. These include perseverance, tenacity, self-confidence, the ability to adapt, and the ability to work together in a team. Overall, entrepreneurship education is an investment in the future, as it prepares individuals to face the challenges and opportunities in a rapidly changing business world. Thus, entrepreneurship education creates new entrepreneurs and forms visionary, courageous, and solus-oriented leaders (Lindner, 2018).

Entrepreneurship education is not only about imparting business knowledge but also about building entrepreneurial intention and spirit among the younger generation. Through practical learning, inspiration from successful entrepreneurs, and support from the entrepreneurial community, students feel motivated to pursue their dreams of creating and managing their businesses. Through a combination of practical skills, creativity, confidence, business understanding, and inspiration, this education helps create an environment that supports the growth and success of future entrepreneurs (Muthumeena and Yogeswaran, 2022).

Entrepreneurial intention is defined as a deep and unwavering desire within a person to create opportunities, face challenges, and generate positive impact through innovation and courage. Entrepreneurial intent is not solely about seeking profit, but rather about building something meaningful, both for oneself and for others. Entrepreneurial intent guides individuals to see opportunities amid challenges, act with courage, and take measurable risks to realize their goals (Fedoryshyna *et al.*, 2021).

Generation Z, who grew up in the digital age and is globally connected, has a unique signature in their approach to entrepreneurship. They tend to view entrepreneurship as a means to express their creativity, solve social problems, and generate a positive impact on society. Their entrepreneurial intentions are often driven by a desire to make meaningful change, rather than simply seeking financial gain. The characteristics of this generation, such as the ability to adapt quickly, high digital literacy, and an open attitude to risk, provide a strong foundation to knit entrepreneurship into their daily lives. They see opportunities where others might see challenges, and they're not afraid to try new things and innovate (Hernandez-de-Menendez, 2020).

Despite strong entrepreneurial intentions, Generation Z is faced with several unique challenges in pioneering their entrepreneurial path. One of them is pressure from society and family to pursue a conventional career path. Many of them still face expectations to pursue traditional formal education and find stable employment. However, on the other hand, there is also a strong push from various sources, including social media and success stories of young entrepreneurs, that inspire this generation to pursue their dreams. Technological advancements have also opened doors for them to start businesses at low cost and access global markets more easily than ever before (Singh Ghura, 2017).

In today's digital era, the entrepreneurial paradigm has undergone significant changes. Technological transformation, especially in terms of digital marketing, has opened up new opportunities for aspiring entrepreneurs to enter the market more effectively. Entrepreneurship education that focuses on digital marketing is becoming important to equip the younger generation with relevant skills and enable them to succeed in building businesses in the digital era. In digital marketing, creativity and understanding of consumer behavior are indispensable. Digital marketing-based entrepreneurship education helps increase the competitiveness of entrepreneurs by equipping them with the necessary knowledge to create effective marketing strategies and keep up with the latest trends (Education *et al.*, 2020).

Entrepreneurship education that includes digital marketing allows aspiring entrepreneurs to understand important concepts such as SEO (Search Engine Optimization), SEM (Search Engine

Marketing), social media, content marketing, and data analysis. These skills are crucial in building and managing a successful business in the digital age (Moorthy and Sahid, 2022).

Digital marketing is not only about marketing existing products or services but also about creating innovative new products or services. Through entrepreneurship education based on digital marketing, aspiring entrepreneurs are taught to think creatively and develop unique solutions to meet market needs (Education *et al.*, 2020).

With the increasing number of individuals who know about digital marketing, a strong digital entrepreneur ecosystem like Tiket10.Com will be formed. Collaboration between entrepreneurs, technology companies, investors, and educational institutions can accelerate digital business growth and create an environment conducive to innovation and Tiket10.Com

Tiket10.Com is a platform that provides ticket booking services for various modes of transportation, hotels, and tour packages, as well as vouchers from various telephone operators, cable TV, BPJS, as well as PLN, Telkom, PDAM, and top-up various e-wallets online. As a startup, Tiket10.Com opens opportunities for anyone to sign up as an agent who will help in selling and marketing the products and services available. The registration process as an agent at Tiket10.Com is very easy. In addition, participants also have the opportunity to earn passive income by recruiting agents in their group.

The Tiket10.Com agents who successfully make sales transactions will get varying commissions. Commission for flight ticket sales starts from 2.5%, 3.15%, 3.8%, and up to 5% of the basic price of airline tickets. As for the sale of tour packages, agents will get a commission of USD10 or SGD10 per person. With this commission system, becoming a Tiket10.Com agent can be an attractive business opportunity for many people, because it not only provides an opportunity to earn additional income but also allows them to have a business permanently on easy terms.

Generation Z grew up with technology as an indispensable part of their lives. Therefore, entrepreneurship education that uses digital marketing utilizes its technological prowess as a tool to grow a business. They learn about the utilization of social media platforms, digital data analysis, the creation of engaging digital content, and others. This knowledge provides a strong foundation for them to manage their business effectively in the digital age (Kahraman, 2020).

To help Generation Z develop their entrepreneurial potential, there needs to be a supportive infrastructure and ecosystem. Entrepreneurship education should be strengthened at all levels of education, with an emphasis on developing an entrepreneurial mindset and practical skills. In addition, support from the entrepreneurial community, mentorship, access to capital, and a conducive regulatory environment are also very important (Singh Ghura, 2017).

The purpose of this study is to understand in depth the problems faced by Generation Z in carrying out digital marketing-based entrepreneurial activities. By understanding the barriers and challenges faced by Generation Z, this study aims to identify solutions and recommendations that can help them achieve success in doing business online. Through this research, it is hoped that effective strategies can be found to help Generation Z differentiate themselves in the competitive digital marketing market, as well as solutions to overcome obstacles such as lack of capital, business experience, and understanding of technology. In addition, this study also aims to provide useful guidance for Generation Z who want to start or develop their digital marketing business, so that they can optimize their potential in running an online business. Thus, this research is expected to make a positive contribution to the development of the digital economy and the empowerment of Generation Z in the world of digital marketing-based entrepreneurship (Seemiller and Grace, 2017).

## Method

In this Community Service Program (PKM) activity, the target group that is the focus is Generation Z, namely young men and women who have a strong interest and intention to become entrepreneurs, especially in the field of digital marketing with a Tiket10.com business model. They came from Kebun Nanas - Cipinang, East Jakarta. The implementation of this program will be carried out in January 2024.

The method applied in the implementation of this program consists of several stages that are systematically planned:

1. Potential identification and SWOT analysis, where the PKM team assesses the potential and weaknesses of participants as well as the opportunities and threats faced.
2. Formulation of participants' main problems, which involves gathering information and an in-depth understanding of the challenges faced by participants.
3. Implementation of a program to provide solutions, in which the team designs and implements a series of activities aimed at providing solutions to identified problems.
4. Training, mentoring, workshops, and providing stimulus to participants, which are carried out intensively to improve participants' knowledge and skills in digital marketing-based entrepreneurship.
5. Monitoring and evaluation, where monitoring of the progress of participants and evaluation of the effectiveness of the program as a whole.
6. Program sustainability assistance, which aims to ensure that the results achieved by participants can be maintained and expanded in the long term

All stages of this method are interrelated and become a unity in the digital marketing-based education and training program with the Tiket10.com business model. To ensure that program implementation is by the desired output, measurable, and by program objectives, a well-planned flow of activities is required, as illustrated in Figure 1. Thus, it is expected that this program can have a significant impact on participants and the surrounding community in developing their potential and economic independence.

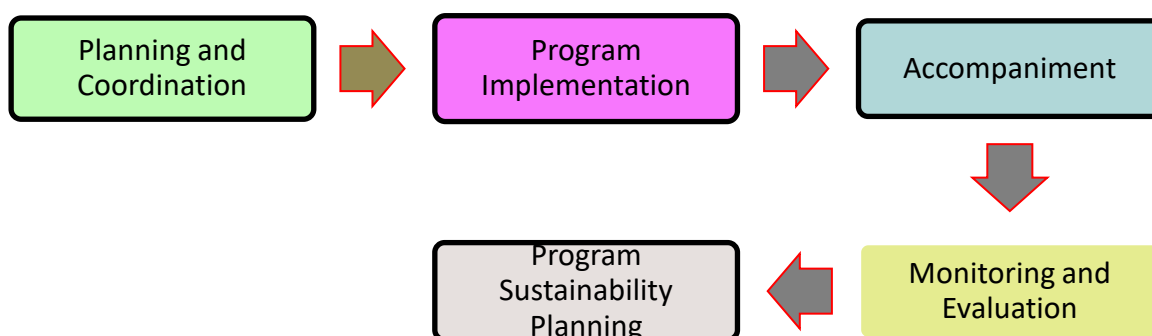


Figure 1. Flow of Generation Z Education and Training Activities

The first stage involves team planning and coordination. The PKM team developed a digital marketing-based Education and Training implementation plan for Generation Z, focusing on Tiket10.Com efforts. Through coordination meetings with team members, village heads, and prospective participants, the stages of the program were prepared. The team also prepared infrastructure and training materials according to the needs of the participants. The process begins by profiling potential participants. The next step is to arrange a schedule for the implementation of the program in Kebun Nanas - Cipinang, East Jakarta, to ensure the program runs smoothly and efficiently.

The second stage is program implementation and mentoring. Actions in the form of programs implemented to achieve the expected results from the proposed digital-based education and training, namely: 1) Focus Group Discussion; 2) Entrepreneurship Motivation; 3) Entrepreneurship Education and Training; 4) Digital marketing training and workshops; 5) Simple bookkeeping training 6) Networking and Collaboration Development.

The third stage involves monitoring and evaluation by the speaker team to measure the achievement of the success indicators of the Education and Training program. Achievement indicators have been set in detail and measurable, allowing accurate evaluation of participants' progress. For the Generation Z digital marketing-based entrepreneurship program in Kebun Nanas - Cipinang, East Jakarta, achievement indicators include first, increasing the productivity of Generation Z participants; second, the ability of participants to increase the productivity of their business, both in terms of quantity and product quality; third, improving participants' skills in utilizing internet technology; fourth, the ability of participants to develop digital marketing strategies to support their business; fifth, increasing participants' communication skills that are more varied and innovative; sixth, a better understanding of business management; and seventh, an increase in the number of agents joining the Tiket10.Com business group. Through careful monitoring and evaluation of these indicators, the team was able to evaluate the effectiveness of the program and identify areas for improvement to have a greater impact on participants.

The fourth stage in the program is sustainability planning. This involves preparation to maintain the results of digital marketing-based Entrepreneurship Education and Training programs to take place in the long term, as well as providing continued mentoring for participants. The team will assist in preparing partnerships and cooperation between entrepreneurs and other business partners who have partnered with Tiket10.Com, such as airlines, hotels, travel agencies, telecommunications operators, and other supporting companies. This collaboration aims to expand Tiket10.Com's business network and provide benefits for all parties involved. By building strong relationships with business partners, participants can expand their market coverage and increase competitiveness in the digital industry. In addition, follow-up mentoring will also be provided to participants to ensure that they can continue to grow and succeed in their business. Thus, this fourth stage becomes important in maintaining the continuity and success of entrepreneurship education and training programs.

## Result

In this section, the results of the implementation of digital marketing-based Education and Training programs for Tiket10.Com businesses for Generation Z will be presented in Kebun Nanas - Cipinang, East Jakarta. In addition, it will also be discussed about the stages of the program that have been implemented to ensure the sustainability of program results in the long term. The discussion will also include follow-up mentoring for Generation Z Education and Training participants. Through the analysis of program results and discussion of the stages that have been carried out, it is hoped that strategies and steps need to be taken to strengthen the positive impact of this program and maintain the sustainability of its success for Generation Z participants. Thus, this section will provide a comprehensive overview of the effectiveness of the program, as well as planned steps to support the development of participants in the world of digital marketing-based entrepreneurship.

### ***Execution***

The preparation and planning stage of the digital marketing-based Entrepreneurship Education and Training program with a focus on Tiket10.Com business has been successfully implemented by the PKM team. In the initial stage, the PKM team, together with the community and participants, has conducted friendship and socialization about the programs that will be held for the PKM target group, namely Generation Z who are interested in becoming business actors. During the socialization stage, the PKM program was greeted with high enthusiasm by residents, especially young people from Generation Z. As evidenced by the large number of participants who attended the socialization meeting, around 50 Generation Z people from various educational backgrounds, both students and high school and college graduates. This stage provides an opportunity for participants to share their problems, discussions, and share experiences with the PKM team, especially related to the steps to start a new business, management, and marketing of products to be run.

This socialization stage is an important step in understanding the challenges and needs of participants more deeply. The information obtained from this socialization session became the main foundation for designing Education and Training programs that suit the needs and aspirations of participants. In addition, direct interaction between the PKM team and participants also builds a good relationship and mutual trust, thus facilitating the implementation of the next program. Thus, this stage is not only a good start for this PKM program but also provides a solid foundation for greater success and positive impact for participating Generation Z participants.

### ***Programme Implementation***

The series of implementation of the Entrepreneurship Education and Training program in Kebun Nanas Cipinang, East Jakarta includes various activities. This includes digital marketing training, hosting, domain, and social media creation workshops, as well as business management and product innovation training. We also organize business bookkeeping skills development training. All of these activities are designed to increase the capacity and productivity of participants from Generation Z. In addition, we help them understand the use of Tiket10.Com applications and build digital marketing platforms such as websites and social media. The goal is to expand market reach and improve the welfare of participants.

### ***Monitoring and Evaluation***

After carrying out a series of programmed and planned activities to provide solutions to participants' problems for two months, there are several indicators of the achievement of the Community Service Program in Kebun Nanas - Cipinang, East Jakarta. Such indicators include:

- 1) Increased productivity, independence, and the development of online home-based businesses
- 2) Increased business productivity of participants
- 3) Participants' proficiency in utilizing internet technology to market products widely
- 4) The ability of participants
- 5) Mastery of participants in running Tiket10.Com
- 6) Increased understanding of business management
- 7) Increased product sales and better revenue for participants
- 8) Increasing public interest and interest in starting a digital marketing-based home business

### ***Program Sustainability and Mentoring***

After going through a monitoring and evaluation process to measure the achievement of PKM program success indicators in Kebun Nanas - Cipinang, East Jakarta, the PKM team has prepared steps to maintain the sustainability of program achievements in the long term. In

addition, the team also plans follow-up mentoring for the participants so that they can continue to grow and succeed in their business.

One of the steps taken by the PKM team is to build various digital marketing platforms such as websites, Google Maps, Facebook, Instagram, and marketplaces for education and training participants. The team also appoints group chairmen and secretaries who are deemed capable of managing and running these platforms on an ongoing basis. Thus, participants can continue to expand their marketing reach and increase the visibility of their products online.

## Discussion

### *Execution*

Based on this stage, the socialization team immediately compiles and formulates the scheme of activities needed, and is expected to help overcome management problems and matters related to product marketing Tiket10.Com. Based on observations and the results of discussions with the participants, the main problems faced by the participants were related to the problem of low productivity, low mastery of technology, not carrying out good business management, and problems in the field of marketing that were still very limited. After conducting observations and group discussions with the community and participants of Education and training, the PKM team carried out a series of programmed and planned activities, to provide solutions to the participants' problems. PKM programs that have been carried out include education and training to increase the capacity and capability of trainees from Generation Z, provide stimulation and socialization of the operation of Tiket10.Com applications, and strengthen knowledge in the field of management and business for participants.

Several activities have been held in this Education and Training program, including training and workshops on the use of digital marketing, creating hosting, domains, and social media for marketing Tiket10.Com products. In addition, there is training on the use of social media for marketing, business management, innovation, and product development, as well as good business bookkeeping training. It is hoped that through this program, participants from Generation Z can be a trigger for increasing productivity, capacity, and welfare in Kebun Nanas - Cipinang, East Jakarta.

Observations show that participants who have an understanding of internet technology-based trading are still limited. Therefore, the team took the initiative to create a Tiket10.com hands-on training platform and application, helping participants understand more deeply the use of the Tiket10.Com application. In addition, the team also helped in the creation of various digital marketing platforms such as websites, Google Maps, Facebook, Instagram, and marketplaces as tools and means for marketing and selling Tiket10.Com products.

All of these activities are designed to provide participants with the knowledge, skills, and tools needed to improve their business in the field of digital marketing, especially in running a Tiket10.Com business. Thus, it is expected that participants can take advantage of existing opportunities and develop their businesses more effectively in today's digital era.

### *Programme Implementation*

The implementation of the program consists of:

- 1) Focus Group Discussion (FGD)

The first activity carried out by the ITL Trisakti PKM team was a Focus Group Discussion (FGD) involving group leaders/participants, village heads, and their officials. The main purpose of this FGD is to explore relevant information about participant profiles, conduct SWOT analysis, map problems faced by participants, especially in the context of digital marketing, and provide tutorials on the use of Tiket10.Com applications and business management of the business.

In the FGD, participants were invited to share their experiences, views, and problems faced in running a digital marketing business, especially in ticket sales. The discussion was carefully guided by the PKM ITL Trisakti team to ensure all relevant aspects were discussed in depth.

SWOT analysis is conducted to evaluate the strengths, weaknesses, opportunities, and threats faced by participants in their business. This helps the PKM team to understand the situation of the participants comprehensively and formulate appropriate strategies to help them.

In addition, tutorials on the use of Tiket10.Com applications and business management provide practical insights to participants in utilizing digital technologies to improve the efficiency and effectiveness of their businesses. This is important because technology is one of the keys in increasing competitiveness in today's digital era.

After identifying the main problems faced by the participants, the ITL Trisakti PKM team then formulated the main activities that would be carried out to provide solutions to these problems. These measures will be carefully structured and take into account the needs and capacities of participants, as well as the potential to have a positive impact in the long term.

Overall, the FGD is an important first step in the process of developing sustainable solutions for participants. By involving various related parties and using a systematic approach, the ITL Trisakti PKM team can ensure that the proposed solutions are in accordance with the context and needs of participants, and can provide tangible benefits in improving their business performance.

## 2) Entrepreneurship Motivation Training

The importance of entrepreneurial business management and business capability improvement has been widely recognized by academics, as mentioned by Abbas Jaffar et al. (2019) (Li *et al.*, 2022). Referring to the research, the PKM Team held the next activity, namely entrepreneurial motivation training, to provide a deep understanding of the importance of increasing capacity and capability for online business actors (Stetler and Magnusson, 2015)

Through this training, it is hoped that online business actors who take part in entrepreneurship education and training will be more motivated to improve their capacity and capability. This motivation was expressed in interesting sessions by the speakers so that participants felt enthusiastic and inspired to develop their business further.

This entrepreneurial motivation activity not only aims to provide enthusiasm to participants but also as basic knowledge on how to create and develop business products that are worth selling and widely marketed. Participants are given insight into essential strategies in entrepreneurial business management, including market analysis, product development, marketing, and financial management.

Participant participation in this entrepreneurial motivation training is essential to ensure the success of this program. By actively involving participants, whether through discussions, case studies, or simulations, they can experience the immediate benefits of the material presented and feel motivated to apply the knowledge they gain in their business practices.

Thus, entrepreneurial motivation training not only encourages business actors but also provides a solid foundation for sustainable and sustainable business development. It is an important investment in advancing the local economy and improving the overall well-being of the community.

## 3) Entrepreneurship Education and Training

Entrepreneurship education and training have proven to be an important factor in increasing the capacity and capability of business actors, as highlighted by Sousa et al. (2018). Based on understanding the importance of this, the PKM team decided to hold a Digital Marketing-Based Entrepreneurship Management training for members of the participating group (Sousa *et al.*, 2019).



This training aims to increase productivity, independence, and the development of the online business 10.Com Ticket in Pineapple Garden, Cipinang, East Jakarta. This step is seen as a solution to address the problems that have been identified in the previous stage, with particular emphasis on increasing the number of product sales each month.

Trainees are expected to gain a deep understanding of how to do business management well, especially in the context of digital marketing. They will be taught effective strategies for utilizing digital platforms to increase product visibility, reach a wider target market, and increase overall sales. In addition, participants will also be given insight into best practices in business management, including strategic planning, operational management, financial management, and human resource management. By understanding these concepts, it is hoped that they can manage their business more efficiently and effectively.

With this training, business actors are expected to optimize their business potential so that the results obtained are maximized. The increase in product sales every month is expected to be clear proof of the benefits obtained from this training.

Furthermore, the participants' success in implementing the concepts learned in this training will have a positive impact on their source of income and income. Thus, entrepreneurship education and training not only provide benefits to individual participants but also have the potential to make a significant contribution to the local economy and the improvement of the welfare of society at large.

#### 4) Digital Marketing Training and Workshop

Digital marketing training and workshops have been recognized as an important component in marketing strategies for large companies and small-scale businesses, as highlighted by Vaculčíková, et al(2020) (Vaculčíková, Tučková and Nguyen, 2020). In the same context, various studies also emphasize the importance of the adoption and implementation of technology-based marketing for business actors, as revealed by Eze SC et al. (2019) (Eze *et al.*, 2019).

Seeing the importance of digital marketing in increasing business competitiveness and profitability, business actors are required to continue to improve themselves, adapt, and innovate. They need to modernize and implement effective marketing strategies to ensure the continuity and success of their business.

However, the results of discussions with participants showed that understanding and skills in Internet technology-based trading are still limited among business actors. Therefore, the PKM initiative team decided to hold intensive training aimed at introducing and operating digital platforms, especially Tiket.10.Com applications.

In this training, participants were not only given an understanding of the use of Tiket.10.Com applications but also assisted directly in the creation of several digital marketing platforms to expand the publication and promotion of Tiket.10.Com products. This step was taken with the hope that it can help business actors in expanding their market coverage, especially in the Kebun Nanas - Cipinang, East Jakarta.

It is hoped that through this education and training, online entrepreneurs will Tiket.10.Com be able to increase their productivity and reach a wider market. It's not just about increasing product sales, but also about opening up new opportunities and creating a positive impact in the local business community.

Overall, digital marketing training and workshops are trigger to encourage increased productivity and competitiveness of trainees. Thus, they are expected to take a step forward in utilizing the potential of digital to grow their business and achieve success in the rapidly growing era of online marketing.

#### 5) Simple Bookkeeping Training

The majority of entrepreneurship education and training participants have not implemented effective business management or business management in their business operations. In Kebun Nanas - Cipinang, East Jakarta, most participants did not even have a good bookkeeping system and structured business planning. Realizing this challenge, the PKM service team organized a simple bookkeeping training aimed specifically at SMEs.

This training is designed to give participants a clear understanding of bookkeeping concepts that are simple and easy to understand. The bookkeeping format provided is also adjusted so that it is easily implemented by participants in recording their business activities. With a simple and practical approach, participants are expected to quickly understand and implement bookkeeping in their business. At the end of the training session, the PKM team also provided a ready-to-use bookkeeping book format for participants. It aims to make it easier for participants to record their business transactions regularly and systematically. With better bookkeeping, participants are expected to be able to monitor their net business profit every month more accurately.

More than just recording income and expenses, good bookkeeping will also help participants plan their business development. By having a better understanding of the financial condition of their business, participants can make smarter decisions in allocating resources and developing more effective business strategies. Overall, this simple bookkeeping training is expected to provide tangible benefits for the participants. By having better bookkeeping, they will be better prepared to face business challenges and have a solid foundation for the future growth and sustainability of their business

#### 6) Networking and Collaboration Development

Business actors Tiket10.Com needs to continue to develop networks and collaborations with various parties to expand the scope of their business. Leon et al. (2016) emphasized that building networks and collaboration is the key to increasing effectiveness and efficiency in running digital businesses such as ticket sales (Leong *et al.*, 2019).

In this context, the PKM team understands that partnership and cooperation are crucial aspects in expanding reach and increasing profitability. The PKM team leader underlined that sustainable and mutually beneficial collaboration can bring great benefits to all parties involved. Therefore, effective communication is the main key to maintaining and strengthening the cooperative relationship.

Education and training participants are given an understanding of the importance of developing networking and collaboration to establish good communication with potential partners. With smooth communication, it is hoped that better understanding will be created between business actors and partners. This will strengthen cooperative relations and enable the achievement of common goals. In addition, through collaboration with various parties such as other ticket sales platforms, payment service providers, and travel agents, businesses can expand their market reach. By joining a vast network, they can leverage existing resources and opportunities to increase the visibility and competitiveness of their business.

Collaboration also opens the door to innovation and better product development. By sharing knowledge, experience, and resources, business actors can produce solutions that are more creative and relevant to market needs. This allows them to remain relevant and competitive in an ever-changing and evolving industry.

In addition, collaboration can strengthen a business's reputation. By working with trusted and quality partners, business actors can gain the trust of consumers and other stakeholders. This can help build a strong brand image and increase customer loyalty. To achieve optimal results from collaboration, businesses need to ensure that they choose partners that align with their

company's vision, mission, and values. In addition, they also need to manage relationships well, maintain open communication, and ensure that each party gets fair benefits from the cooperation. By strengthening networking and collaboration, businesses can Tiket10.Com improve their performance and expand their influence in the industry. It's not just about finding new customers or increasing sales, but also about building a solid foundation for sustainable business growth.

### ***Monitoring and Evaluation***

There are several indicators of the achievement of the Community Service Program in Kebun Nanas - Cipinang, East Jakarta include Increased productivity, independence, and the development of online home-based businesses, which is marked by an increase in the number of product sales in the current month. Increased business productivity of participants, both in terms of quantity and quality of production, as a result of the training and guidance provided. Participants' proficiency in utilizing internet technology to market products widely, especially those arranged by group leaders, who become more skilled and confident in it. The ability of participants to be independent in continuing and developing digital marketing strategies to support their business development. Mastery of participants in running Tiket10.Com applications for various purposes such as reservation and booking of airline tickets, hotel bookings, sales of tour packages, and other services provided by the platform. Increased understanding of business management and proficiency in simple bookkeeping for their ventures. Increased product sales and better revenue for participants, which is an indication of the success of the implementation of the strategies learned during the program. Increasing public interest and interest in starting a digital marketing-based home business, especially with a business model similar to Tiket10.Com, shows the positive impact of the program in stimulating entrepreneurship and the economy of the local community.

All indicators provide a comprehensive picture of the impact and success of the Community Service Program in helping participants develop their businesses, expand their knowledge and skills in the field of digital marketing, and drive local economic growth.

### ***Program Sustainability and Mentoring***

In addition, the PKM team also helps prepare partnerships and cooperation between online sales actors and similar companies such as travel agents and travel agencies. This is done through a network of companies that have partnered with ITL Trisakti, including airlines, hotels, telecommunications companies, and Regional Companies of Various Businesses. This collaboration is expected to help expand market networks for Tiket10.Com and provide new opportunities for participants to increase sales of their products.

These steps are important in ensuring that the results achieved by the PKM program can be maintained and expanded in the long term. With continuous mentoring and strong cooperation with strategic partners, participants are expected to continue to grow and succeed in running their online businesses. This will also have a positive impact on local economic growth and improve the welfare of the community around Kebun Nanas - Cipinang, East Jakarta.

## **Conclusion**

After carrying out a series of activities in the PKM program, various conclusions can be drawn as a reflection on the achievements and challenges faced. First, participants who intend to be entrepreneurial in Tiket10.Com such a platform must have a deep understanding of the use of technology and the internet. This is important so that their businesses can thrive and compete in an increasingly digital market. Through digital marketing education and training programs for Generation Z in Kebun Nanas - Cipinang, East Jakarta, it is expected to accelerate the increase

in productivity and skills of participants who want to enter the world of digital marketing-based business.

Second, education and training participants from Generation Z still need empowerment programs, mentoring, and concrete stimulus to continue to improve the capacity and quality of the products they sell. In an era that is constantly changing and evolving, participants need ongoing support to continuously adapt to market and technological changes.

Third, the role of academia, including universities, is very important in raising the potential of Generation Z. They need to be more responsive and responsive to the problems faced by society, especially Generation Z in terms of economic improvement and entrepreneurial intentions. Collaboration between academia and business practitioners can provide a better understanding of market needs and help Generation Z develop the skills needed in a competitive business world.

Overall, these conclusions emphasize the importance of education, training, and collaboration between different parties to help Generation Z achieve success in the business world. With a deep understanding of technology, sustainable empowerment, and support from academia, it is hoped that Generation Z can become a driving force in economic growth and community progress.

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