



**VOCATIONAL STUDENT COMPETENCE IN DIGITAL BUSINESS
INDUSTRY 4.0 THROUGH MULTIMEDIA ENCOURAGEMENT
AND SOCIAL BRANDING IN SASANA BUSINESS
ADMINISTRATION VOCATIONAL COLLEGE, NONG CHOK
DISTRICT, BANGKOK CITY WITH ABCD APPROACH**

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***Abstract.** One of the successes of a country can be seen from the continuation of the relay of prosperity that continues to be carried by the next generations of the nation. As a young generation living in the era of digitalization and the industrial revolution 4.0, the factor that determines whether or not the generation is able to survive and face globalization is the ability to adapt and coexist with technology. To achieve this competency, the younger generation must be well prepared through education that is relevant to their times. Not all levels of education have the technological infrastructure academically and practically. The problem we found at SASANA College is related to the absence of academic and visionary technology facilities. So that in practical terms, the use and utilization is quite stagnant and not optimal. In this journal scientific work, we use a descriptive qualitative approach with the presentation of data in accordance with the field phenomena that occur. The focal point in this research is the students of*

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SASANA College, Nong Chok district, Bangkok city with Asset-Based Community Engagement (ABCD) theory approach. The results showed the role of students in industry 4.0 and their competence in the utilization of multimedia in the field of digital business and our hope is that UINSA International Community Engagement students in this research will increase the progress of student competencies to think creatively and globally and provide a platform for the entire SASANA College community to integrate and live in the digital world, thus potentially increasing the social branding of the school.

Keywords: *Industry 4.0, Digital Business, Multimedia, Social Branding, ABCD, Bangkok.*

INTRODUCTION

The development of technology is closely intertwined with the increasing demands of humans. As technology advances, it not only changes the nature of work but also creates new tasks and alters the skills required for various occupations. Technology lives among us as a tool that helps humans solve tasks and problems in various sectors, making everything more practical, easy and efficient in the midst of a busy daily routine. It has the potential to change the nature of work and the demands for human skills, as technology can change the nature of work faster than people can change their skills.¹ In education, the use of technology has been fully advanced through integration of multimedia and the internet. We can see the turning point of technological development during the Covid-19 pandemic. At that time, all sectors including the education sector experienced the same problem, namely large-scale restrictions that had an impact on reducing the productivity of the sector. The existence of technology is the main variable that restores conditions at that time, in the education sector in particular. Learning can still be carried out using applications that facilitate distance learning or online classes.² The role of technology is to establish a collaborative communication network between teachers, students, and learning resources, so as to create a comfortable integrated

¹OECD, *Strong Performers and Successful Reformers in Education Lessons from PISA for Japan* (OECD Publishing, 2012).

²Eka Nurillahwaty, "The Role of Technology in Education," *Prosiding Seminar Nasional Pendidikan Program Pascasarjana Universitas PGRI Palembang 1* (December 2022): 84.

learning environment and maintain the quality of learning.³ This breaks down barriers so that teachers and students experience more immersive and creative learning. The development of technology utilization in the education sector continues to grow, so that students not only have practical competence, but the fusion of technological knowledge in the choice of learning materials. This illustrates the importance of technology application in the education system, which plays a role in preparing the younger generation to face major changes in their life journey, namely continuing on a career path.

The career world is currently in the Industrial Revolution 4.0 which has significant changes to its sustainability. There are at least several characteristics of the industrial revolution 4.0, including; Internet of Things, Big Data, Artificial Intelligence, Cloud Computing, and Additive Manufacturing.⁴ One of the major forms of change is the digitization of the birth of the Internet of Things (IoT). The Internet of Things is all physical devices, vehicles, equipment, and other objects equipped with machines and network connections that enable them to collect and exchange information.⁵ Simply put, these devices are known as smart objects, ranging from simple home appliances to complex industrial machinery systems. In essence, IoT revolutionizes the way information is interacted and exchanged through integrated network connections, thus expanding its potential applications to a wide variety of other industries. With the massive development of the internet, the career world has become completely digitalized. What used to be traditional and simple is now modern and complex. One of the revolutions that occurred in the career world is digital business. According to Turban, digital business is a buying and selling system with the process of all financial and trade transactions between business actors using information and communication technology or electronic networks.⁶ Based on data from the Global Web Index in 2022, 67.5% of total internet

³Unik Hanifah Salsabila and Niar Agustin, "The Role of Education Technology in Learning," *Islamika: Jurnal Keislaman dan Ilmu Pendidikan* 3, no. 1 (January 2021): 131.

⁴Wyris Cayeni and Ade Silvia Utari, "The Use of Technology in Education: Teacher Challenges in The Era of Industrial Revolution 4.0," *Prosiding Seminar Nasional Pendidikan Program Pascasarjana Universitas PGRI Palembang* (May 3, 2019).

⁵"[What Is the Internet of Things? | IBM](https://www.ibm.com/topics/internet-of-things)," accessed December 23, 2023.

⁶Sherly Anindyka Hardjanto and Bambang Haryadi, "Rotelli Digital Business Model Development," *AGORA* 10, no. 2 (2022).

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users use digital engines to search for the desired brand.⁷ This figure shows the high public interest and need for digital transactions in internet traffic. In this case, the availability of sustainable resources must be able to support this demand, including competent human resources. The younger generation is known to be fast-paced and creative. Therefore, they are the ones who are able to adapt and live in this modern era. So that everything related to digitalization and cyberspace, becomes an attraction for them as a career prospect that will and is always needed as the times grow.

The high attraction and interest in digital business career prospects needs to be balanced with well-facilitated education and development. The running of a digital business cannot be separated from the utilization of multimedia and the use of social media. Legasse argues that multimedia is the integration of several media elements such as text, graphics, audio, and video with a technology that can be utilized in a variety of ways.⁸ Multimedia, simply put, is an application used to process information in a particular form. Social media and multimedia are two different platforms but are often used together to make information interesting to read, as it should be in a digital business environment. So of course creativity is needed to handle this situation. Knowledge and competence in the use of multimedia and social media is important as a fundamental skill of the younger generation.

SASANA College became the destination for the implementation of this work program, considering several potential situations. SASANA Business Administration Vocational College, is a private vocational college that explores the knowledge of business administration. The school, located in Nong Chok District, Bangkok, produces young generations who are competent in fields related to business administration, including Accounting, Marketing, Business Computer, Retail Business, and Digital Business Technology. In line with the vision of SASANA College, namely "Producing youth to be good people, think and act, and be excellent in their professions, keeping up with technology and organizing learning based on Sufficiency Economy philosophy", the

⁷Nadia Arfan and Hurriah Ali Hasan, "Implementation of Digital Marketing in an Effort to Increase Micro, Small and Medium Enterprises' Income," *Itizam: Journal of Shariah Economic Research* 6, no. 2 (December 2022): 213.

⁸"Use of Multimedia to Support Online Business," accessed December 23, 2023, <https://www.hartsimagineering.com/blog/penggunaan-multimedia-tunjang-bisnis-online-a4ee19ac343566f7fe0001c8>.

work program carried out through the ABCD approach is expected to be able to see potential phenomena and situations in assets to be developed into more than initial expectations.

RESEARCH METHODS

The UINSA International Community Engagement program that we carried out in Nong Chok District, Bangkok for 26 days starting from 2-28 November 2023 was carried out with qualitative research methods provided in the form of assistance and socialization related to the research theme to students at SASANA Business Administration Vocational College. The theme raised in this research is "Vocational Student Readiness in Industry 4.0 Through Multimedia Encouragement and Social Branding in SASANA Business" using the ABCD (Asset Based Community Development) approach. This theory developed by John McKnight is a methodology for the sustainable development of communities based on their strengths and potentials.⁹ It involves assessing the resources, skills, and experience available in a community; organizing the community around issues that move its members into action; and then determining and taking appropriate action. Simply put, the ABCD approach focuses on developing existing assets and not on the absence of something in a community. Like a glass that is half filled, not half empty. So that the burden of the desire for change arises in the community itself, as an awareness of social improvement. The application of the ABCD approach begins with a systematic mapping of community assets, namely; Asset Advantage Analysis, Expectation Analysis, and Asset Development Analysis.

Asset Advantage Analysis

Asset superiority analysis is a mapping of the various forms of resources owned by a particular community, with the aim of identifying variables that are factors in the superiority of these resources. This analysis aims to determine the potential of a community's assets, so that strategic and sustainable utilization of these assets can be planned.

a. Nature Analysis

⁹ Council on Social Work Education (CSWE), *The Practice of Hope Module: Asset-Based Community Development* (Council on Social Work Education (CSWE), 2019).

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Nature analysis is a study of natural and environmental elements that include geology, ecology, climate, and natural resources. The natural assets owned by SASANA College include the school environment which is located on the edge of the city which is not an educational area, but a residential and business area. Therefore, this area has business potential.

b. Human Analysis

Human analysis is a study of community elements that include competencies and occupations owned by a community in a community. The human assets owned by SASANA College include teachers who have a profession and have at least a master's level education and students in the age range of 17-25 years who all have competencies in the scope of business administration and some are working and have their own businesses.

c. Infrastructure Analysis

Infrastructure analysis is a study of public facilities which in this case are used as tools to help carry out learning activities. SASANA College's infrastructure assets include school buildings that are facilitated with internet networks that can be used by the entire school community, classrooms equipped with microphones and sound systems, adequate computer lab rooms, library rooms equipped with computers, and hall rooms equipped with all the needs of activities that involve interaction with technology.

d. Financial Analysis

Financial analysis is a study of the flow of funds used by a community to develop its area, in this case, educational funds aimed at promoting, supporting, organizing, contests, performances, professional skill development projects, innovations, inventions, and creative works of students. The financial assets owned by SASANA College as a private vocational school include tuition fees by students, bank and student loan funds, director and executive committee loan funds, government aid funds

(15 years free education), and other operational funds.¹⁰

e. Socio-cultural Analysis

Socio-cultural analysis is the study of social conditions and cultural situations that live among people in a community, with the aim of examining phenomena historically and philosophically. SASANA College's socio-cultural assets include two categories:

i. Educational Institutions

Educational institutions at SASANA College include Association of Future Thai Professional, Vocational Entrepreneurship Incubator Center, and Independent Club of Vocational College.

ii. Social

SASANA College has a fairly high religious tolerance, due to the different religions at SASANA College which are mostly Islam and Hinduism.

iii. Culture

One of the cultures living among the SASANA College community is the application of family principles in learning activities with the philosophy of "Education is Family".

Expectation Analysis

Expectation analysis is the stage of determining expectations based on the assets that have been found at the asset analysis stage. Some of the assets that have been grouped and analyzed are natural, human, infrastructure, financial, and socio-cultural. In this second stage, expectations can be determined from the overall results of the asset analysis above, which include:

a. Nature

SASANA College's natural assets, namely the school environment on the edge of the city which is a residential and business area, are expected to be able to support the community's business needs and increase the competence of human assets, thus potentially providing renewable

¹⁰Sasana Business Administration Vocational College, "Budget Plan," Education Web Page, *Sasana.Ac.Th*, accessed December 21, 2023, <https://www.sasana.ac.th/2017/main/content.php?page=sub&category=31&id=102>.

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educational facilities and being able to face the challenges of globalization.

b. Human

SASANA College's human assets, as well as its natural assets, are expected to be ready to enter the world of digital business careers in line with the majors of interest such as Copywriter, Podcaster, Content Creator, Data Analyst, Digital Marketing, and UI/UX Designer. Students are expected to have interesting and creative competencies towards the development of the career world and be literate with technological knowledge, especially in the scope of the business administration field, with the aim of utilizing digitalization as social branding so as to compete internationally.

c. Infrastructure

The infrastructure assets owned by SASANA College are expected to be able to support human resources, in this case the entire school community, to be utilized as facilities that improve the quality of their resources such as basic computer skills, utilization of social media as branding and marketing, and the use of technology in supporting digital business careers.

d. Financial

Although SASANA College is a private school, its financial assets are stable and well channeled. These assets are expected to be able to support and develop businesses that will later be run as student projects in their assignments and personal projects, so that the sustainability aspect can be maintained and contribute academically and economically.

e. Sosio-cultural

SASANA College's socio-cultural assets are quite balanced and representative. Although there are religious differences in the community, this does not become an obstacle to carrying out various academic and spiritual activities. The philosophy that is the basis of the learning system at SASANA College is able to create a comfortable and peaceful school community environment, without any conflicts involving ethnicity, religion, race and intergroup. Therefore, the creation of a healthy environment is able to produce tolerant and qualified human resources.

Asset Development Analysis

In this stage of asset development analysis, it is the final stage to determine the superiority of the assets to be developed. The expectations of the community and researchers are aligned into a common goal that is integrated into a work program agreed upon by the SASANA College school community and UINSA International Community Engagement students.

RESULT AND DISCUSSION

In this era of globalization, the use of technology is no stranger to all of us, including the world of education, as the birthplace of technology, it is only natural that the education sector also utilizes this technological development to facilitate their teaching process. From here a new term emerged, namely educational technology. Educational technology is a method that uses a system of planning, using, and assessing all learning activities that pay attention to technical and human sources or interactions between the two, so as to get a more efficient form of education. The learning process using technology serves to provide understanding and deepen learning concepts and can increase the enthusiasm for learning because the material presented is up to date or the latest so that it is still fresh.¹¹ The use of media in the form of images or videos displayed through a projector can also create student interest so that these students have a high sense of enthusiasm in learning.

From the results of the author's observations, it can be proven that learning the use of technology in this day and age is very sophisticated, but there are challenges related to the lack of application of technology-based learning at Sasana College. The importance of technology in education cannot be denied. Technology has become the main helper in maintaining the continuity of education, for example, during the Covid-19 pandemic, we are all familiar with distance learning and many online applications that facilitate our interaction in the learning process. However, the author found that the implementation of multimedia in learning at Sasana College has not been fully equitable in all departments. The lack of adequate infrastructures and limited computer labs are only used by a small percentage of students and only those students who have relevant majors with computers.

¹¹Anggraeny, D. dkk. (2020). Analisis teknologi pembelajaran dalam pendidikan Sekolah Dasar. FONDATIA, 4(1), 150-157

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This raises the question of the extent to which students receive practical training and real-life experience in the application of multimedia in everyday life.

In the Industrial Revolution 4.0, business in the multimedia field is one of the great opportunities to change the paradigm of traditional business. Students who have strong soft skills especially in multimedia and social media have a great opportunity to shine in the digital business world. The students at SASANA College have a wide range of soft skills and good career potential, but the researcher observed that some of them may still feel confused or do not know the next step to optimize their potential in the future. From this, the author realized that providing training on skill development, networking and how to find opportunities could provide new knowledge and skills and make them more prepared to face future challenges.

SASANA College with its various majors is at the forefront of preparing students who are ready to face modern work challenges. Work programs such as workshops and training tailored to technological developments and digital business needs are strategic steps to ensure students are ready and have relevant skills to enter the workforce. The integration of students' works with multimedia becomes easy when students have the knowledge of this. Students can produce works such as business presentations, promotional videos, and social media campaigns. This is not only a form of creative expression, but also a practical way to develop soft skills needed in today's workforce. With this, the use of multimedia and social media as supporting tools in the learning process at Sasana College can be a foundation for students to integrate their works with technology. Not only improving their technical skills but also creating a learning environment that is responsive to the dynamics of today's industrialized world. Therefore, the author argues that technology has a big role in this era, not only to facilitate the teaching and learning process between teachers and students, but to change the way we work, communicate and live our daily lives.

The author initiated the project "Training and Workshop themed Multimedia, Google Workspace, Social Branding in Digital Business Career" because he realized that in today's era students are expected to gain a deep understanding of multimedia, Google Workspace, and how to improve self-branding, not just technical training but also an effort to prepare students in facing the needs of the growing world of work. The training started with an in-depth understanding of the importance of multimedia in the learning

process. Multimedia not only enriches the learning experience, but also enhances the understanding of complex concepts through various forms such as images, audio and video. Students are encouraged to understand how to utilize various multimedia elements to create engaging and effective learning materials. The next focus is the introduction and utilization of Google Workspace. This platform not only includes basic productivity tools such as Google Docs, Sheets and Slides, but also offers powerful collaborative features. Students are invited to understand how to use Google Workspace as a tool for collaboration in learning and daily work. Google Workspace becomes an integrated hub for sharing ideas, team collaboration and creating content together.¹² Social Branding in digital career business can be considered as an effort to provide in-depth insight into the importance of social branding in the digital business world. This workshop may include strategies for building a brand image online, utilizing social media for promotion, and how to manage digital reputation. In an era where digital business plays a central role, an understanding of social branding is key to creating a strong and positive online presence.¹³

The training is applied through interactive learning methods, allowing participants to directly engage in the use of Google Workspace technology and applications. Hands-on sessions and case studies will provide hands-on experience in creating multimedia content, managing tasks using Google Workspace and improving their competitiveness in the ever-changing job market. Meanwhile, a workshop on social branding will provide students with a deep understanding of how to harness the power of social media to advance their careers in digital business.

In addition, this action also supports the vision and mission of SASANA College by providing education that is not only focused on academic aspects but also on developing practical skills that are in line with current industry needs. This training is expected to provide long-term benefits for participants. They are expected to integrate multimedia skills, mastery of Google Workspace in their academic, professional and business lives and enable them to build a strong and relevant skills portfolio. This training

¹²SMP, A. (2021). Pemanfaatan Google Workspace For Education dengan Chromebook. Retrieved from <https://ditsmp.kemdikbud.go.id/pemanfaatan-google-workspace-for-education-dengan-chromebook/>

¹³Armawan, I., et al. (2023). The effect of social media marketing, SerQual, eWOM on purchase intention mediated by brand image and brand trust: Evidence from black sweet coffee shop. *International Journal of Data and Network Science*, 7(1), 141–152. <https://doi.org/10.5267/j.ijdns.2022.11.008>

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lays the foundation for continuous competency improvement in the ever-evolving digital era.

CONCLUSION

SASANA College, as a vocational education institution in Bangkok, has great potential to prepare its students for the challenges of modern-day digital business. However, there are some challenges, such as the lack of multimedia implementation in all majors and limited student access to computer labs. Therefore, the program "Training and Workshop on Multimedia, Google Workspace, Social Branding in Digital Business Career" was initiated to strengthen students' soft skills, especially in multimedia and social media. This training not only covers technical aspects, but also strategic aspects in building a social brand image. The use of Google Workspace as a collaborative tool in learning and daily work was the focus, providing students with practical skills relevant to industry needs. A workshop on social branding in digital business also provided in-depth insights on how to utilize social media to advance their careers. With this training, SASANA College students are expected to integrate multimedia skills and the use of Google Workspace in their academic and professional lives. This will not only increase their competitiveness in the job market, but also create a learning environment that is responsive to the dynamics of the industrialized world.

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