



## DIGITAL TRANSFORMATION IN EDUCATIONAL MARKETING MANAGEMENT

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### Abstract:

*Digital transformation in marketing management is the process of integrating digital technology into a company's marketing strategy. It involves changes in marketing strategies, processes, and organizations, allowing businesses to improve data management, formulate effective marketing strategies, and increase public awareness of products. In addition, the company's interaction with customers and markets has also changed thanks to digital technology. Digital marketing has replaced conventional methods, offering a more efficient way to reach a wider audience. Branding on social media has become important in building an image and increasing interaction with consumers. This study uses a qualitative method through literature study to collect relevant information on the role of education in personality formation and emphasizes the importance of innovation in digital marketing strategies in an era of intense competition. Automation in educational administration is also highlighted, considering the technology that influences the way students learn and interact.*

**Keywords:** Digital, Marketing Management, Education

### INTRODUCTION

Digital transformation in marketing management is a process of change that companies use to integrate digital technologies into their marketing strategies. This digital transformation involves changes in various aspects, including marketing strategies, marketing processes, and marketing organizations. Digital transformation allows businesses to improve their ability to manage and analyze data, develop effective marketing strategies, and increase public awareness of products. Digital transformation in marketing management also includes changes in the way companies interact with customers and markets. With the help of digital technology, businesses can interact with customers through social media, email, and websites.

Digital transformation is a radical change that occurs from time to time using developing technology and abundant resources. (Hadiono & Noor Santi, 2020) This digital transformation also allows companies to collect and analyze data on customer behavior, so that people can properly create and design efficient and good marketing plans. In this period of time, there has been frequent research conducted on digital transformation in management and marketing science in Indonesia. These studies have shown that digital transformation can create and increase efficiency in marketing and marketing processes, increase brand awareness, and increase sales.

Digital transformation in marketing management can also help companies improve their ability to face increasing competition. By using digital technology, institutions can develop more efficient marketing plans and increase



product sales. This digital transformation also allows institutions to collect and analyze data on customer behavior, so that this can support marketing plans to be more structured. In facing these challenges, institutions must have the ability and expertise to survive and adapt quickly and appropriately in an era of ever-evolving times. They must have the ability to manage and analyze data, develop plans and details that can be easily implemented, and raise the image of the product. In addition, they must also have the ability to face increasing competition and increase sales.

Transformation in the digital world in today's era is an inevitability and this event is a form of evolution. Digital transformation has become one of the most significant phenomena shaping the business and social landscape in the 21st century. This term is often used to describe a fundamental shift in the way organizations operate and deliver value to customers, driven by the massive adoption of digital technology. More than just the implementation of new technology, digital transformation involves a complete change in culture, strategy, and business models to adapt to changing market dynamics and increasingly high consumer expectations. This digital revolution not only affects the private sector, but also penetrates the realm of government, education, and various aspects of people's lives.(Tulungen et al., 2022)

Definitions of digital transformation often vary, but the essence remains the integration of digital technology into all areas of business, fundamentally changing the way companies operate and deliver value to customers. This goes beyond the digitization of existing processes; rather, it is about redefining the entire business ecosystem. As the situation changes to one that places more emphasis on the use of digital technology, digital transformation (DT) is an inevitable phenomenon. Although the definition of digital transformation has not been agreed upon by researchers, almost all processes of human activity are shifted to digital media. Digital transformation, in general, can be interpreted as a radical process that occurs in an organization in utilizing technology, human resources, and business processes that cause the business performance of the organization to change drastically. Processes or activities that are usually carried out physically are drastically reduced. The pressure to switch to digital media.

Digital transformation can also be described as "a strategic and holistic process involving the adoption of digital technologies to create new business models, improve customer experiences, and optimize internal operations. This statement emphasizes that digital transformation is not a quick fix, but rather an ongoing journey that requires long-term commitment and constant adaptation. The importance of a comprehensive understanding of digital transformation cannot be overstated. In an era of intense global competition, companies that fail to embrace this change risk being left behind or even extinct. Digital transformation enables organizations to achieve higher efficiencies, increase innovation, and develop products or services that are more relevant to market needs. However, the success of this transformation depends heavily on strong leadership, alignment between business and technology strategies, and the readiness of the organization's culture to

innovate and adapt.

The adoption of technologies such as artificial intelligence (AI), big data, cloud computing, and the Internet of Things (IoT) are the pillars that support this transformation. Despite the potential benefits, implementing digital transformation also presents various challenges. Barriers can range from employee resistance to change, lack of adequate digital skills, cybersecurity issues, to significant financial investment. Therefore, institutions need to develop a mature strategy, including effective change management and ongoing training programs to ensure that all stakeholders understand and support this transformation process. Failure to manage these non-technical aspects is often the main cause of the failure of digital transformation initiatives. Digital transformation is the integral use of digital to enable new types of innovation and creativity in a particular domain, rather than simply enhancing and supporting traditional methods. (Pangandaheng et al., 2022)

Understanding the definition and implications of digital transformation in depth is crucial for academics, practitioners, and policy makers. This journal aims to further elaborate on the concept of digital transformation from various perspectives, analyze its main components, and identify the determinants of its success. Thus, it is expected to provide a clear conceptual framework and meaningful contribution to the literature on this ever-evolving phenomenon, supporting organizations in navigating the complexities of the digital era towards a more adaptive and competitive future.

Digital transformation has become a realm of opportunities and challenges in the world of education. Rapidly developing technological advances have led to the presence of digital transformation that has entered the realm of human daily life. (Yuangga, 2023) However, this digital transformation has also caused several problems that often occur, especially for students and the community. One of the most common problems is the difficulty in accessing accurate and relevant information. With the increasing amount of information available on the internet, students and the community must have the ability to filter and evaluate this information effectively. Another problem that often occurs is the difficulty in developing adequate digital skills.

Digital transformation has changed many aspects of life, including the way we work, communicate, and interact with the world around us. (Yuangga, 2023) With digital transformation in marketing management, institutions need employees who have adequate digital skills to manage and analyze data, develop effective marketing strategies, and increase their awareness. However, many students and the public still have difficulty in developing adequate digital skills, so they cannot keep up with the development of digital technology that continues to grow. In recent years, there have been many studies conducted on student and public issues due to digital transformation in marketing management. These studies have shown that digital transformation can help institutions to improve efficiency and effectiveness in the marketing process, increase brand awareness, and increase sales. However, these studies have also shown that digital transformation can also cause several problems that occur

a lot, especially for students and the public.

Digital transformation in marketing management can also pose problems in terms of developing critical and creative skills. By using digital technology, students and the public can access a wide and diverse range of information, but they must also have the ability to analyze and evaluate that information effectively. This digital transformation also allows institutions to develop more effective marketing strategies and increase brand awareness, but they must also have the ability to develop critical and creative skills to face increasing competition.

In facing these challenges, students and the public must have the ability to adapt quickly and effectively in an ever-evolving digital environment. They must have the ability to access accurate and relevant information, develop adequate digital skills, and develop critical and creative skills to face increasing competition. Another major problem in digital transformation is the spread of hoaxes. Fake news or hoaxes have become one of the main problems faced by digital journalism today. (Putra, 2024) With the increasing amount of information available on the internet, hoaxes can spread quickly and widely, which can endanger a company's reputation and customer trust. Hoaxes in digital transformation in marketing management can occur in various forms, such as the spread of false information, identity fraud, and online fraud.

In recent years, there have been many cases of hoaxes that have occurred in digital transformation in marketing management, such as the spread of false information about products or services, forgery of corporate identities, and online fraud targeting customers. In dealing with the problem of hoaxes in digital transformation in marketing management, companies must have the ability to identify and address hoaxes quickly and effectively. They must have the ability to monitor and analyze information available on the internet, identify false information or identity forgery, and address hoaxes quickly and effectively. In addition, institutions must also have the ability to develop effective marketing strategies in dealing with hoaxes. They must have the ability to develop transparent and accurate marketing strategies, develop the ability to identify and address hoaxes, and develop the ability to maintain customer trust.

In recent years, there has been a lot of research on hoaxes in digital transformation in marketing management. These studies have shown that hoaxes can harm a company's reputation and customer trust, but have also shown that companies can overcome hoaxes quickly and effectively by having the ability to identify and overcome hoaxes, and develop effective marketing strategies.

Digital transformation in marketing management has become one of the most important factors in increasing efficiency and effectiveness in the marketing process. With the increasing use of digital technology, companies must have the ability to adapt quickly and effectively in the ever-evolving digital environment. Digital transformation in marketing management allows companies to improve their ability to manage and analyze data, develop effective marketing strategies, and increase brand awareness.

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Digital transformation in marketing management can also help companies to improve their ability to face increasing competition. By using digital technology, companies can develop more effective marketing strategies and increase brand awareness. Digital transformation in marketing management allows companies to improve their ability to face increasing competition and increase sales. In facing these challenges, companies must have the ability to adapt quickly and effectively in the ever-evolving digital environment. They must have the ability to manage and analyze data, develop effective marketing strategies, and increase brand awareness. In addition, they must also have the ability to face increasing competition and increase sales.

This journal aims to elaborate further on the digital transformation in marketing management in general that is happening now. The development of digital technology has brought about major changes in the way companies do marketing and promotion. Manual or conventional promotional marketing that has been used for years, such as the use of brochures, posters, and advertisements in print media, has begun to be replaced by digital marketing.

Digital marketing has become the main choice for companies because it can reach a wider, more effective, and more efficient audience. By using digital media such as social media, email, and websites, companies can develop more effective marketing strategies and increase brand awareness. One important aspect of digital marketing is social media branding. Social media branding is the process of creating and maintaining a strong and consistent brand image on social media. By using social media such as Instagram, Facebook, and Twitter, companies can develop effective branding strategies and increase brand awareness. Social media branding can also help companies to increase interaction with customers, build communities, and increase sales.

However, the shift from manual promotional marketing to digital media also poses several challenges. Institutions must have the ability to develop effective digital marketing strategies, manage and analyze data, and develop adequate digital capabilities. In recent years, there have been many studies conducted on the shift from manual promotional marketing to digital media. These studies have shown that digital marketing can help companies to improve efficiency and effectiveness in the marketing process, increase

brand awareness, and increase sales.

## **RESEARCH METHODS**

The research method that I use is a qualitative method and uses a type of library research approach, which contains theories that are relevant to research problems. Literature study is a data collection technique by conducting a review study of books, literature, notes and reports that are related to the problem to be solved. In writing this article, the author uses a literature writing method that is carried out through data collection obtained from theories by reviewing books, journal articles related to digital in marketing management in the world of education. In searching for theories, researchers will collect as much information as possible from related literature.

Literature sources can be obtained from: books, journals, magazines, research results. If we have obtained relevant literature, then it is immediately arranged in an orderly manner for use in research. Therefore, literature studies include general processes such as: systematically identifying theories, finding literature, and analyzing documents containing information related to the research topic. Then, technically, a literature review is the process of deepening, examining and identifying knowledge in the literature (reading sources, reference books, or other research results) that are related to the problem being researched.

The assumption underlying the literature study is that almost all research activities From several definitions of the literature review above, it can be concluded that the literature review is a very urgent initial part to be carried out by a researcher before starting his/her further research, because the literature review will greatly assist researchers in determining the assumptions and hypotheses of what will be researched next as well as convincing readers that the research to be conducted has never been researched before and developing insight into the field of study to be researched.

## **FINDINGS AND DISCUSSION**

Rapid advances in digital technology have changed the way institutions compete in various sectors, including education. Today, educational institutions are faced with the challenge of not only providing quality instruction but also designing and implementing effective marketing strategies to increase competitiveness and attract prospective students.

Marketing is essentially a social and managerial process that involves creating, providing, and exchanging products of value to satisfy the needs and wants of individuals or groups. In the context of education, marketing for educational services involves more than just promotion; it is a planned effort to analyze, design, implement, and monitor programs aimed at creating mutually beneficial exchanges with target audiences in order to achieve the goals of the educational institution. The primary goal of marketing in the education sector is to introduce and offer educational services to prospective students and their parents, while building a positive

image and trust in the institution.

Digital marketing is now a must-consider strategy for educational institutions that want to stay relevant in an increasingly competitive business environment. By utilizing social media platforms, educational institutions can build closer and more personal relationships with prospective students and their parents. Through engaging and relevant content, educational institutions can strengthen brand awareness and influence prospective students' decisions to choose them.

Marketing strategies for educational institutions in the digital era have several focuses. First, this study aims to identify effective marketing management methods in increasing the competitiveness of educational institutions amidst rapid technological and social media advances. Second, this study will explore how the application of digital marketing can increase the visibility and attractiveness of educational institutions in the eyes of prospective students, as well as strengthen their interaction with the institution. Third, this study will also identify the challenges faced by educational institutions in implementing digital marketing strategies, such as limited resources, inadequate infrastructure, and difficulties in mastering technology. (Islam et al., 2024)

### **Understanding Transformation in Marketing**

Digital transformation in marketing refers to the use of digital technologies to enhance, update, or replace traditional marketing methods. It includes the application of various digital technologies to create a better and more efficient customer experience. Digital transformation in marketing is the process of applying digital technologies to update or replace traditional marketing methods with the aim of increasing the efficiency, effectiveness, and relevance of interactions with consumers.

Digitization plays a vital role in modern marketing by enabling an organization to optimize interactions with consumers, improve customer experiences, and gain competitive advantage through the use of data and advanced technology. Digital transformation is also a process of significant change in the way an organization or institution does business or operates by utilizing digital technology. It is not only about adopting new technologies, but also about changing the way of working, culture, and strategy to increase efficiency, effectiveness, and competitiveness.

In this context, digital transformation involves integrating digital technology into all aspects of operations, including business processes, management, and services. This enables organizations or institutions to improve their ability to adapt, innovate, and respond to environmental changes. Digital transformation can also be interpreted as a process of paradigm shift in the way of thinking and acting, from traditional to more modern and digital. Thus, digital transformation can help organizations or institutions to improve performance, increase customer satisfaction, and achieve goals more effectively. (Pamungkas et al., 2025)

Educational transformation in the digital era is very important along with technological advances that affect various aspects of life, including

education. Amid the increasing use of information and communication technology (ICT), teaching and learning methods have undergone significant changes.

### **The Shift from Conventional to Digital Marketing**

The transformation of traditional marketing to E-Marketing does bring complex challenges for businesses in the digital era. Increasingly tight and complex competition in the digital world requires companies to continue to innovate consistently in order to differentiate themselves from competitors and attract the attention of consumers who are increasingly connected online. In an effort to achieve success in digital marketing strategies, companies often collect a lot of personal data from consumers to increase engagement and personalization. (Teri et al., n.d.)

The world of marketing has undergone major changes in recent years. Conventional marketing that relies on advertisements in newspapers, radio, and television has begun to shift to digital marketing that utilizes internet technology and social media. This allows companies to reach a more specific target market and increase the effectiveness of promotions. Digital marketing offers many advantages compared to conventional marketing. One of the main advantages is the ability to measure promotional results accurately and in real time.

By using digital analytics tools, companies can monitor the performance of promotions and make necessary adjustments to improve effectiveness. In addition, digital marketing also allows companies to interact with customers more directly and personally. Through social media, companies can build relationships with customers, listen to feedback, and improve customer satisfaction. This can help companies build customer loyalty and increase retention. The shift to digital marketing also allows companies to increase flexibility and speed in promotions. In this digital era, companies that do not adapt to changes in marketing may miss out on opportunities to increase sales and build relationships with customers. Therefore, it is important for companies to understand the advantages of digital marketing and develop effective strategies to increase online presence and increase sales.

The world of promotion and marketing has undergone a major change with the shift from conventional methods to social media. Pamphlets, brochures, and other traditional promotional tools are starting to be replaced by social media platforms such as Instagram, TikTok, and YouTube. This allows companies to reach a wider target market and increase the effectiveness of promotions. Social media offers many advantages over conventional methods. One of the main advantages is the ability to reach a more specific target market and increase interaction with customers. By using social media features such as hashtags, stories, and live streaming, companies can increase visibility and build relationships with customers. In addition, social media also allows companies to promote products or services more creatively and interactively. By using videos, images, and other content, companies can increase customer awareness and interest in the products or services offered.

The shift to social media also allows companies to increase flexibility and



speed in promotion. By using social media platforms, companies can launch promotional campaigns quickly and effectively, and make necessary adjustments in real-time. In this digital age, companies that do not adapt to changes in social media may miss out on opportunities to increase sales and build relationships with customers. Therefore, it is important for companies to understand the advantages of social media and develop effective strategies to increase online presence and increase sales.

### **The Effectiveness of Talent Management Digitalization on HR Planning and Strategy in the Digital Era**

Currently, globalization has made us enter the digital era. Digitalization has become very important in organizational life. The use of technology in HR planning and strategy is one of them that has continued to increase in recent years. The effectiveness of digitalization in managing talent management in HR management and strategy in companies can be seen through the evaluation of various factors such as recruitment and selection, onboarding, performance management, and employee engagement. A digital HR strategy can help an institution improve the recruitment process.

Digital tools such as applicant tracking and online job boards can help an institution identify and attract qualified candidates and automate many of the administrative tasks associated with the recruitment process. Overall, the effectiveness of talent management planning and HR strategy digitalization can be reflected in increasing employee engagement and retention, increasing productivity and efficiency, and improving business results. As technology advances, companies that implement digital HR strategies are in a better position to compete in today's fast-paced business environment.

Talent Management is an integral part of Human Resources and is the process that Organizations use to attract, identify, develop, and retain talented employees. The literature shows that the digitization of talent management has a significant impact on HR planning and strategy. Digitization increases the effectiveness and efficiency of the talent management process, which helps HR managers identify, develop, and retain talented employees. (Agustono et al., 2023)

### **Automation of Education Administration and Management**

Automation of educational administration and management is the use of technology to simplify, speed up, and improve the efficiency of various operational processes in educational institutions. This includes everything from student registration to managing grades, schedules, finances, and communications. In today's digital age, automation is no longer an option, but a necessity. Here are some reasons why automation is so important for educational institutions:

- a. Time and resource efficiency: reducing repetitive manual tasks allows staff to focus on more strategic activities, such as improving the quality of teaching or curriculum development.
- b. Increased data accuracy: automation systems minimize human error in data entry and management, resulting in more accurate and reliable

information.

- c. Fast access to information: centralized and automated data makes it easy for staff, students, and parents to access information anytime and anywhere.
- d. Transparency and accountability: automated processes create clear audit trails, increasing transparency in operations and accountability of the institution.
- e. Better decision making: with accurate and easily accessible data, management can make more informed decisions.
- f. Improved user experience: students and parents can experience convenience in the registration process, payments, or access to grade information, which increases their satisfaction.

### **Digital Transformation and Strengthening Pancasila Character in Elementary Schools: Strategy for the Society 5.0 Era**

The Society 5.0 era is the latest era in technological development that signifies a deeper integration between humans and technology. In this era, digital transformation affects almost all aspects of life, including education. Elementary schools, as a place for the formation of children's characters, have an important role in facing this change. The development of digital technology has changed the way students learn and interact. Mobile devices, computers, and internet access have presented new opportunities and challenges in elementary education.

Students now have access to a variety of online learning resources, but are also faced with the potential for disruption and uncertainty in the use of this technology. Elementary schools are not only a place to transfer academic knowledge, but also an important place to form children's characters. The Pancasila character, which includes moral, ethical, and social values, is an important aspect of education in Indonesia. Digital transformation can be a powerful tool in strengthening this Pancasila character.

Project-based learning is one of the learning strategies that is very relevant in facing the Era of Society 5.0. This method allows students to be actively involved in solving real-world problems, which is an important aspect in developing Pancasila skills and character. Constructivism theory in education supports this approach, with an emphasis on learning through practical experience. (Erlita Ayu Nofridasari & Dian Hidayati, 2024)

### **CONCLUSION**

Digital transformation has become an inevitable driving force, bringing a myriad of opportunities as well as significant challenges in various aspects of life, especially in the world of education. Digital transformation has also greatly affected the realm of marketing management. Institutions, including educational institutions, now need talents with adequate digital capabilities to manage data, develop effective marketing strategies, and increase brand awareness.

This shift from conventional marketing to digital marketing (E-Marketing) brings complex challenges, where companies must continue to innovate to

differentiate themselves and attract the attention of online consumers.

In the context of organizations, digitalization of talent management is very important. The use of technology in Human Resources (HR) planning and strategy. This digitalization increases the effectiveness and efficiency of the talent management process, helps HR managers identify, develop, and retain talent, which ultimately contributes to increased employee engagement and retention, productivity, and business results.

Automation of education administration and management is a must in the digital era. The use of technology to simplify operational processes such as student registration, grade management, schedules, finances and communications, provides many benefits.

In the era of Society 5.0, digital transformation not only changes the learning process in basic education, but also becomes an important instrument for forming and strengthening the Pancasila Character. This technology opens up new opportunities through strategies such as project-based learning, which allows students to be actively involved in solving real problems, in line with the development of Pancasila skills and values.

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