



## **PUBLIC SPEAKING AND DIGITAL MARKETING TRAINING TO IMPROVE THE QUALITY AND COMPETITIVENESS OF HUMAN RESOURCE CANDIDATES FOR THE DAYAH BABUL HUDA SANTRI, COT SUWE HAMLET, PADANG SAKTI VILLAGE, MUARA SATU DISTRICT, LHOKSEUMAWE CITY**

**Ratna<sup>1</sup>, Darmawati Muchtar<sup>2</sup>, Syarifah Safira<sup>3</sup>, Hijri Juliansyah<sup>4</sup>,  
Mariyudi<sup>5</sup>, Ichsan<sup>6</sup>, Devi Andriyani<sup>7</sup>**

<sup>1,2,3,4,5,6,7</sup> Faculty of Economics and Business, Universitas Malikussaleh Lhokseumawe, Indonesia.

Correspondence Author : [deviandriyani@unimal.ac.id](mailto:deviandriyani@unimal.ac.id)

### **Abstract**

*Language is a key medium for communication and has a significant impact on human development. Inability to communicate can lead to a lack of confidence and fear, particularly in public speaking, which is ranked as a more common fear than even heights. This highlights the importance of public speaking as a skill that, without practice, can cause psychological challenges in those unfamiliar with it. Hence, public speaking training is crucial to helping teenagers develop their potential. In addition to communication skills, teenagers need to be aware of the competitive job market and the importance of mastering technology. In Aceh, high unemployment and poverty rates are partly due to the workforce's lack of entrepreneurial skills and low interest in business, worsened by negative societal views on young entrepreneurs still in school. Most businesses run by young people still use outdated methods, even though smartphones, as tools for modern business, are widely available. However, smartphones are often used unproductively for gaming, social media, or online shopping instead of more beneficial uses like digital marketing. Entrepreneurship education and economic independence should be introduced early to foster responsibility and entrepreneurial spirit in youth. Encouraging creative thinking and proper smartphone use can help generate additional income. To address these issues, public speaking and digital marketing training was provided at Dayah Babul Huda, with students and teachers as partners. The goal is to shift their mindset for a better future, producing young individuals capable of communication and innovation. The training, held on July 26-27, 2024, was attended by 40 students and 10 teachers. Results were very positive, with 95% recognizing the importance of public speaking and digital marketing and 85% able to practice these skills effectively.*

**Keywords:** *Public speaking, digital marketing, quality of human resources, Dayah, Santri*

### **INTRODUCTION**

#### **1 Situation Analysis**

Language is a medium for communicating with others, encompassing all forms of communication where thoughts and feelings are expressed through symbols to convey meaning (Handayani, 2008). Language, as a communication tool, enables individuals to express ideas, meanings, feelings, and experiences. It plays a crucial role in life, allowing people to communicate with their surroundings and convey their thoughts or ideas to others.

Language also has a significant influence on human development. With language, children grow and develop into adults capable of interacting in society (Handayani, 2008). The inability to communicate can cause a person to lose confidence when appearing in public. For those who fear public speaking, a sense of panic can overwhelm their thoughts. Before speaking publicly, an unprepared body may exhibit initial signs of panic due to the pressure of having to perform. Symptoms include an accelerated heart rate, sweaty palms, dizziness, and trembling legs. One cause is the lack of knowledge about how to speak in public (Indayani et al., 2011).

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*Ratna<sup>1</sup>, Darmawati Muchtar<sup>2</sup>, Syarifah Safira<sup>3</sup>, Hijri Juliansyah<sup>4</sup>, Mariyudi<sup>5</sup>, Ichsan<sup>6</sup>, Devi Andriyani*

According to Hamdani (2012), for most people, public speaking is terrifying. In fact, the fear of public speaking ranks higher than the fear of heights. This situation highlights, both directly and indirectly, that public speaking is a skill that, if not practiced, can cause significant psychological issues in those not accustomed to it. Therefore, public speaking training is necessary to help teenagers become comfortable with speaking in public. Public speaking is the process of speaking to a group of people with various objectives, such as providing information, motivating, or simply storytelling. Wijaya (2007) states that public speaking is oral communication on a topic in front of an audience with the goal of influencing, inviting, educating, changing opinions, explaining, or providing information. Whatever the purpose, a good speaker can influence the audience's thoughts and feelings. Public speaking skills should be developed from an early age, and one way to enhance these skills is through training. Public speaking training for teenagers is essential to help them get used to speaking in public early and become skilled human resources ready to compete in the workforce.

Besides speaking skills, teenagers should be aware of the highly competitive job market and the importance of mastering technology. One cause of the high unemployment and poverty rates in Aceh is the workforce's inability to start and run businesses. The lack of interest in entrepreneurship is worsened by society's negative perception of young entrepreneurs still in education. Moreover, those who can start businesses often rely on outdated methods not aligned with technological advancements. Despite this, teenagers already have the tools to master technology in the form of smartphones. However, they often use smartphones for less productive activities, such as gaming, social media, or online shopping. If smartphones were used positively, they could offer numerous benefits, including digital marketing. Entrepreneurship education and economic independence should be introduced early to future human resources. Awareness of responsibility for one's livelihood is essential to foster an entrepreneurial spirit from a young age. Creative thinking, using available resources, should be nurtured early. Proper smartphone use can help generate additional income.

Digital marketing is the practice of using digital media and online platforms to promote products, services, brands, or businesses. It involves using digital channels such as websites, social media, search engines, emails, online advertising, and digital content to reach target audiences, raise awareness, and drive interactions and conversions. Understanding digital marketing from an early age will benefit teenagers, helping them grasp digital marketing techniques and start entrepreneurial activities early.



Figure 1.2 Digital Marketing Stages

Padang Sakti Village is located in Muara Satu, Lhokseumawe, where the education level is relatively high. However, many of its university graduates have poor public speaking skills, and many local businesses still use conventional marketing methods. This has prompted the project



team to conduct public speaking and digital marketing training at Dayah Babul Huda, located in Dusun Cot Suwe, Padang Sakti Village, Muara Satu District, Lhokseumawe.

## 2 Partner Issues

Based on the situation analysis above, the partners face the following problems: The partners' speaking skills are still weak, with poor technique and mixing of Indonesian with local languages and The lack of awareness, knowledge, and skills in using smartphones leads to wasted potential and limits income growth, ultimately contributing to low regional revenue.

## 3 Activity Objectives and Benefits

Based on the background and problem formulation above, the specific objectives of this activity are: Raising awareness about the importance of public speaking skills. Public speaking helps partners enhance their ability to speak in public, ensuring their message is clearly understood by the audience. Providing training on proper public speaking techniques to build partners' confidence when speaking in public. Raising awareness about using smartphones and social media for more productive purposes, such as selling products, services, or brands and Training partners to use smartphones and social media to promote products, services, or brands.

## LITERATURE REVIEW

### 1. Public Speaking in Enhancing Human Resource Competitiveness

Public speaking is a crucial skill in modern professional environments, enabling individuals to communicate effectively, persuade, and lead others. According to Sari (2018), public speaking is not only about delivering information but also about building credibility and influencing audiences. For human resource candidates, especially those preparing for competitive job markets, the ability to present ideas clearly is essential. The integration of public speaking into educational programs, such as for students at Dayah Babul Huda, can help prepare them for real-world challenges, boosting their confidence and communication skills (Ismail, 2020).

### 2. Digital Marketing as a Tool for Competitiveness

With the rise of the digital economy, digital marketing has become an essential tool for organizations to promote products, engage with customers, and increase market reach. Chaffey (2019) emphasizes that in today's interconnected world, mastering digital marketing is no longer optional but a necessity for business success. The training of human resource candidates in digital marketing equips them with the skills to harness digital tools, social media platforms, and other online resources to improve visibility and competitiveness. For the students of Dayah Babul Huda, this knowledge can be pivotal in preparing them to compete in a globalized market (Rahim, 2021).

### 3. Training for Human Resource Development

Training programs, especially those that combine public speaking and digital marketing, are key to human resource development. They contribute to personal growth, leadership, and competitiveness. According to Abdullah and Yusuf (2022), such programs can greatly enhance the employability of students, enabling them to adapt to the demands of modern industries. In the case of Dayah Babul Huda, such training ensures that students are not only educated in religious studies but also possess practical skills that make them valuable assets to employers.

### 4. Improving Competitiveness in Islamic Boarding Schools (Dayah)

Islamic boarding schools, known as dayah in Indonesia, play a significant role in educating students in religious and moral principles. However, there is a growing awareness of the need to equip students with modern skills to remain competitive. Integrating digital marketing and public

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speaking training into the curriculum addresses this gap. Previous studies, such as by Zainuddin (2019), have shown that students in dayah can thrive when exposed to such skills, leading to better career prospects and more significant contributions to their communities. Training in public speaking and digital marketing for human resource candidates is vital for improving the quality and competitiveness of students at Dayah Babul Huda. This combination of skills prepares them not only for local opportunities but also for global challenges. The integration of these skills ensures that the students can meet modern workforce demands while maintaining their religious and ethical principles.

## METHOD

Community service activities are carried out in 3 stages, namely:

1. The initial stage will be preparation for partners, through outreach activities and providing motivation about the benefits of public speaking, outreach and introduction to digital marketing and outreach about the use of smartphones for positive and productive things.
2. The next step, partners will be given training in the form of public speaking training by practicing public speaking (speech) in small groups, digital marketing practice by introducing promotional methods on social media and the practice of using smartphones to get money in positive and legal ways such as becoming an influencer and practicing using AI applications
3. The final step that will be taken is for the service team to ensure that partners will actively apply the skills obtained from these trainings under the supervision of the service implementation team so that human resource candidates are formed who are better in public speaking and digital marketing skills so that the goal of implementing the service is achieved as targeted.

## RESULTS AND DISCUSSION

### 1. Implementation of Activities

Service activities have been planned since the beginning of June 2024, when the service team began to formulate the problem phenomena that exist in the campus environment, and the team also selected and determined the service areas where the service would be most effective. After signing the contract on June 28, 2024, the service team immediately held a task distribution meeting on June 29, 2024, and then all team members conducted a survey at the service location from July 1 to 2, 2024. The survey was carried out to establish friendship with village officials, Dayah managers, and the community at the research location.



After signing the cooperation contract, the team began preparing for the first stage of a series of service activities. The first stage is the preparation stage in the form of socialization and providing motivation about the benefits of public speaking and digital marketing. This stage aims to provide awareness and raise the willingness of partners to increase their soft skills. To achieve this goal, on July 26, 2024, the service team carried out three (three) outreach activities, namely:

1. Socialization and providing motivation about the importance of mastering public speaking. This socialization material was delivered by DR Ratna and DR Ichsan for 90 minutes.

2. Socialization and introduction to digital marketing. The material was delivered by Mr. DR Mariyudi and Mrs. DR Darmawati for 90 minutes.
3. Socialization and providing motivation for using smartphones for positive and productive things was delivered by Mrs. Syarifah Safira, M.Si, and Mr. Hijri Juliansyah, M.Ec.

Before the socialization activity was carried out, the service team distributed pre-test questions to find out the extent of the partners' understanding of the material to be presented.



After the socialization activities were completed, post-test questions were distributed again to see the partners' ability to absorb knowledge. After the closing of the activity, to increase the enthusiasm of the partners, souvenirs were given to the partners from the service implementing team.

After preparing the socialization implementation report, the service team began preparing for the second stage, namely the training stage. This stage aims to provide hard skills to partners by training partners to practice public speaking and digital marketing techniques directly. This activity was carried out on July 27, 2024. This activity was carried out from 08.00 WIB and finished at 13.00 WIB. This training activity was attended by 50 partners and was carried out at the Dayah Babul Huda prayer room.



After the training is completed, all training participants are required to fill out a partner satisfaction survey regarding the implementation of the activity. And all participants expressed satisfaction with the training activities that had been carried out. After the second stage was carried out, Mr. Hijri Juliansyah, S.P., M.Ec., a member of the service team, released news and sent it to the media as follows: Unimal News, and warta Aceh. The third stage of this service is the empowerment stage. This stage aims to provide opportunities and active and sustainable participation from partners to empower themselves to rise and fight to maximize their abilities and play an active role in getting out of disability through hard skills and soft skills that have been learned from the service stages that have been carried out. The Implementation Team for service activities provides discussion and

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private learning opportunities to facilitate individual partners' mastery of public speaking and digital marketing practices.

## 2. Influence and Impact of the Activities

The influence of the series of community service activities carried out has shown positive and satisfying results. In the socialization activities (preliminary phase), the results of the pre-test and post-test indicate that the impact of this activity was very positive. The comparison between the pre-test and post-test results is significant. Of the 50 partners who participated in the socialization, 95% of them understood the material presented and showed a positive impact, including a change in mindset and increased awareness of the importance of public speaking and the need to maximize creativity to generate additional income by utilizing available resources, namely smartphones and social media.

As for the second phase, which consisted of public speaking and digital marketing training, the partners felt a very positive influence. This was reflected in the satisfaction survey results, where 75% of the 50 partners who attended the training successfully applied the public speaking techniques taught, and 80% of the partners understood how to utilize social media and digital marketing. The direct impact felt by the partners from the training was the enhancement of hard skills and the growth of enthusiasm for innovation and creativity.

In the empowerment phase, the partners also experienced a very positive impact, as shown by the results of the partner satisfaction survey after monitoring and private learning were conducted by the community service team. The active support from the community service team had a positive effect on the partners by fostering a greater spirit of productivity and innovation in their work.

Overall, the community service activities had a positive influence on improving the quality of human resources in general and had a positive impact on supporting regional economic growth. The activities also had a positive impact on the community service team by fostering a spirit of continued knowledge sharing and helping the communities around the campus. Furthermore, the active engagement of the community service team in collaborating with other institutions around the campus by providing useful training for the community demonstrates UNIMAL's concern for the people of Aceh, thus increasing the university's love and recognition in its own region.

The outcomes produced and directly felt by the partners are as follows:

1. In the socialization phase, the outcomes included increased awareness of the importance of understanding public speaking techniques in communication, awareness of the positive use of smartphones and social media, and motivation among the partners to continue acquiring positive skills while still young, as well as to start utilizing their creativity and potential to help generate additional family income.
2. In the training phase, the outcomes included an increase in partners' knowledge and skills, enhanced ability to innovate and improvise when practicing public speaking, improved knowledge in business management (digital marketing), and increased knowledge and skills in utilizing the internet and social media for marketing products and services.
3. In the empowerment phase, the outcomes included the establishment of sustainable cooperation, mutual concern, and support for the surrounding environment.

## CLOSING

### 1. Conclusion

From the Community Service activities that have been carried out, it can be concluded as follows:

1. The entire series of service activities, including the socialization, training, and empowerment stages, has succeeded in improving partners' soft skills and hard skills so that partners are able to become human resource candidates who have high competitiveness and quality.



2. The entire series of service activities has succeeded in raising awareness and changing the partner's mindset to be more confident in communicating and have the awareness to behave positively by utilizing the resources they have, namely smartphones and social media.
3. The entire series of service activities has succeeded in developing and optimizing the potential of prospective human resources within the UNIMAL campus environment so that they can create economic growth at the same time.
4. The entire series of service activities has succeeded in increasing partnerships, collaboration, and cooperation with institutions located around the Bukit Indah UNIMAL campus.

## 2. Suggestions and Acknowledgments

Some suggestions and recommendations that can be given after holding service activities are as follows:

1. There is a need for collaboration with more institutions or training mentors for hard skills training activities so that they can respond to the enthusiasm of training participants. So that participants' ability to absorb knowledge can be maximized.
2. Participants are advised to continue to motivate themselves in developing their skills in communicating in front of the public, using smartphones and social media for entrepreneurship, innovation, and creativity.
3. Online marketing, better known as digital marketing, by utilizing social media can actually increase the number of consumers. The PKM team can play a role in encouraging partners to continue to be enthusiastic about doing this.

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