




Digital Literacy Program for Mahasantri at Perguruan Tinggi Keagamaan Islam (PTKI) Metro City in Supporting of Creative Economy

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Abstract

The rapid growth of the creative economy is often hampered by a mismatch between the quality of human resources and the digital literacy of younger generations. This study implements a Digital Literacy Assistance Program for Mahasantri at Perguruan Tinggi Keagamaan Islam (PTKI) in Metro City, aiming to empower them as drivers of the creative economy. Utilizing the Asset-Based Community Development (ABCD) approach, the program leverages various assets, including individual skills, natural resources, and existing infrastructure. The results show that participants acquired critical digital knowledge and skills, enabling them to effectively use e-commerce platforms, expand their market reach, and enhance sales performance. Notably, the program led to a 20% increase in market reach and improvements in product branding strategies. It also raised awareness among Mahasantri about the potential of the creative economy, helping them recognize their own creative capacities and the opportunities available. This study highlights the importance of targeted digital literacy training in fostering economic empowerment and underscores the need for continued support in this area.

Keywords: Digital Literacy, Creative Economy Development, Implementation Digital Literacy

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INTRODUCTION

The internet, a major network for exploring knowledge, can increase the speed of information transformation and production. The integration of internet use into daily life has led to changes in the way individuals access information and their lives in understanding literacy (Adiarsi et al., 2015; Hetilaniar et al., 2023; Rahardaya & Irwansyah, 2021). Currently, digital literacy information knowledge has become the most strategic factor influencing the development of thinking and is also the most important capital in the world of education (Audrin & Audrin, 2022) or economic development (Bejaković & Mrnjavac, 2020; Bergson-Shilcock, 2020; Eko et al., 2020). The main source of information capital is qualified people who are willing to learn and facilitated by the internet.

Since the introduction of (MEA) or the ASEAN Economic Community, both the government and private institutions involved in business have had to work hard to facilitate and create new jobs in the face of free trade (Mahmudah, 2018). Several previous studies state that the impact of the MEA is to create instability in economic conditions, such as micro businesses, household businesses, etc. (Dr. Warsono, 2017; Prayuda et al.,

2019), which has the impact of disrupting people's welfare, and high numbers of unemployment in Indonesia (Pramudyo et al., 2014; Tedjasuksmana, 2014). So a system is needed that can overcome this problem. In fact, in-depth studies examined by several experts state that in recent years Indonesia has entered the fourth stage of the economic wave (Raharjo & Andini, 2022; Vadilla & Nur, 2023; Windusancono, 2021), namely the creative economy, after passing through the agricultural economic and industrial economic stages, and information economics.

The urgency of the creative economy, which is an alternative to face economic waves, is based on a new, creative mindset, which is created from the creativity of Human Resources by utilizing and optimizing the use of technology and knowledge in an effective and efficient manner. The principles of the creative economy focus on creativity in discovering things that are new, have selling value, have novelty, uniqueness and are certainly worthy of being widely commercialized. So it is hoped that this creative economic system will be able to overcome economic problems in Indonesia. Various sources say that 70% of Indonesian people are of productive age (Hafizd et al., 2023; Influence et al., 2023; Sunarta, 2023). So optimizing the development of the creative economy is very possible.

Previous studies stated that the problem that hinders the acceleration of the development of the creative economy is the imbalance in the ratio of human resource quality to the understanding of digital literacy of the younger generation or students (Bangsawan, 2023; Wahidah, 2024). Even in a smaller scope, there is no ongoing formal or non-formal training or assistance in introducing creative economic systems and digital literacy to small or medium business actors, even though more than 70% of our society is of productive age. Because basically understanding the introduction of digital literacy to creative economy actors is closely related to the success or failure of creative economy development. There are many ways to optimize understanding of digital literacy, both through formal institutions, private institutions, etc. So, through understanding digital literacy, creative economy actors will find it easy to find references, access detailed information to increase knowledge skills and experience, and be able to expand the market. While prior studies have explored digital literacy in education, few have focused on its application for Mahasantri in driving the creative economy.

Some relevant literature includes the following, the first is optimizing Pre-Release Teachers' Digital Literacy: Study of Teaching Assistance Programs (Hafizhah et al., 2024), Exploring Digital Literacy in High School Students: The Role of Environmental Assistance, to determine the level of digital literacy of prospective teachers who take part in teaching assistance programs at schools (Martina et al., 2024). Next is the Digital Literacy Assistance program (gadgets, smartphones in improving the quality of youth groups (Candrasari et al., 2020). Next (Rahmawati et al., 2024), regarding the provision program for developing digital literacy-oriented teaching materials for prospective physics teacher students in the mbkm-program teaching assistant. This activity is to carry out a provision program for prospective physics teacher students in order to develop digital literacy-oriented learning tools through the independent learning campus program - a teaching assistance program (A Learning Assistance Tool for Enhancing ICT Literacy of Elementary School Students on JSTOR, n.d.)(Hall et al., 2013).

Based on the previous study above, service is clearly different because this service involves student students who are studying at universities and at the same time studying at Islamic boarding schools or Islamic boarding schools. Apart from that, the program implemented in this assistance is not only about introducing digital literacy but more about driving the creative economy, and more about how to provide broad assistance, how to access and optimize social media as an effort to benchmark social media, and introduce the creative economy. And most of the students already have businesses

In this era of modernization, the use of information technology is not only used in private or public formal education, but is also integrated into Islamic boarding school-based education. This is stated in Law no. 18 of 2019 in Article 16, which reads "Education in Islamic boarding schools aims to form students who are competent to fulfill their independence and are responsive to current developments. "The use of technology or ICT and digital literacy can help students contribute to religious knowledge" (Mustarsyidah, 2021). In this case, many of the male and female students study at PTKI institutions in Metro, especially at IAIN Metro, and Maarif University Lampung. So many people refer to it as Mahasantri, namely students who study at universities and at the same time study at Islamic boarding schools or Islamic boarding schools. Based on observation data, there is a potential asset where the majority of Islamic boarding school students already have side businesses such as having a business as a calligrapher, snack business, etc., but there is no optimization in product branding and driving the creative economy on a large scale.

So the role of universities with the presence of competent lecturers is that they are strategic academic institutions in training and providing mentoring programs for student students who hope to make a contribution; have competence, skills in using the internet, skills in creating video content, branding social media. Partnerships with institutions will be very effective in introducing digital literacy to Mahasantri. So that socialization related to digital literacy through mahasantri can be prepared by providing guidance, knowledge and benefits for the development of the creative economy. This mentoring program is important to help students understand digital literacy. It is hoped that through this program, student students can become students who can utilize information technology appropriately and optimally and communication to drive the creative economy.

Literacy Digital

Digital literacy is an important concept in today's modern education which includes basic technical skills as well as creative and critical abilities in using digital tools. Several academics explain that digital literacy includes a person's skills in accessing basic technology or ICT such as reading, writing, calculating, and advanced skills that utilize digital tools creatively and critically (Pennington, 2017; Ariyanto et al., 2022). Or broadly, this concept is described in the form of creativity in optimizing digital media, such as social media; Facebook, TikTok, Instagram, etc. (Herdiana et al., 2022), to increase understanding in comparing a business or product (Gede et al., 2023; Haratua et al., 2024). So it will have an impact and have a broad impact on the public. Other researchers also stated that digital literacy includes the ability to use software, search, find, change and control information from various digital sources as well as evaluate and analyze this information, so that it can then be optimized appropriately and provide benefits to the public. And this is a solution in overcoming the challenges of the business world, or education in accelerating in-depth knowledge.

Digital competence involves the ability to operate technological applications and use them to meet personal and collective needs (Khoirunnisaa et al., 2023; Ramlah et al., 2023). This raises questions about the digital divide between those who are able to operate technology and those who are not, as well as between those who use technology for educational and other purposes. The literature on changes in literacy in our culture suggests that digital literacy involves skills in using technology (tool literacy) and knowledge about how to utilize technology for the representation of information (representational literacy).

The term digital literacy developed from a critique of the traditional concept of literacy as the ability to read and write, and more broadly a socio-cultural understanding of literacy that includes our relationship to various forms of representation. Digital literacy also emerges from discussions about media education in schools and analysis of media use by children and young people.

Creative Economy

Creative economy is a creative product transaction that produces creative economic goods or services and has economic value. Currently the most frequently cited definition of creative industries comes from the British Department of Culture, Media and Sport, where they define creative industries as creative industries that originate from individual creativity, skills and talents and have the potential for wealth and job creation through the creation and exploitation of intellectual property (Kediri Gusti Ayu Oka Netrawati et al., 2023). The creative economy is a series of large, interrelated activities in the industrial ecosystem where the creative industry is the core activity. The creative economy is a synthesis of the evolution of previous concepts, starting from art, industrial culture, cultural industry, creative industry and finally the creative economy. Many scholars and institutions categorize the creative industries or creative economy in different taxonomies, but cover a total of 15 subsectors: advertising, architecture, arts and antiques, crafts, design, fashion, film, interactive games, music, performing arts, publishing, photography, software, TV and radio.

Based on data from the Central Statistics Agency for 2022, the creative economy contributed IDR 642 trillion or 4.11% of total national GDP, with a growth rate of 5.76%, slightly (0.02%) above the national growth rate (Khairunnisa et al., 2022). This sector is the seventh largest contributor to the 10 main economic sectors in Indonesia. The creative economy is also ranked fourth in terms of labor absorption after the agriculture, livestock, forestry and fisheries sectors which absorb 33.6% of the total workforce. In 2013, when national labor absorption decreased by 1%, labor absorption in the creative economy sector actually increased by 0.62%. The number of creative business units in 2013 reached 5.4 million or 9.7% of the total business units in Indonesia. This business unit in the creative sector is the third largest after the agriculture, livestock, forestry and fisheries sectors (31 million), as well as trade, hotels and restaurants (10 million).

The creative economy potential in Indonesia must continue to be developed and strengthened because Indonesia has three leverage factors. First, Indonesia has a large young age group, known as the "demographic bonus" (Bappenas, 2011), and the creative economy is closely related to young creative talent. Second, Indonesia has many cultural assets, which act as drivers of the creative economy (Sa'adah, 2015). Third, politically, the Indonesian government has designated the creative economy as one of the priority economic sectors in the national economic development plan (*Creative Economy Development Strategy in Indonesia - Ari Mulianta Ginting, Edmira Rivani, Juli Panglima Saragih, Dewi Wuryandani, Rasbin - Google Books*, n.d.)

However, the creative economy situation is different from what was expected. The growth of the creative economy tends to slow down and its global competitiveness declines in the 2014-2016 period. Survey data by the World Economic Forum (WEF) in the Global Competitiveness Report and the World Intellectual Property Organization (WIPO) in the Global Innovation Index shows this condition (Saputra & Ali, 2021; Siswanto et al., 2023). WEF highlights the main problems facing Indonesia regarding global competitiveness, namely innovation, infrastructure and technology, institutions, business sophistication and labor market efficiency. According to WIPO, the problems facing Indonesia regarding global innovation include innovation input, which consists of institutions, human resources and research, business sophistication, market sophistication and infrastructure.

METHOD

Digital literacy assistance program for Islamic boarding school students using ABCD or Asset Based Community Development, which optimizes existing assets, both infrastructure assets, individuals, nature, etc. (García, 2020). The digital literacy assistance

program utilized the Asset-Based Community Development (ABCD) approach, focusing on optimizing existing assets such as infrastructure, individual skills, and community resources. The activities carried out optimize the utilization of existing potential and assets, for example the availability of adequate internet access and software devices, laptops, etc. in the tertiary environment at Ma'arif University, Lampung. There is a sense of enthusiastic enthusiasm among students in learning activities and participating in competency improvement mentoring programs. Most of the mahasantri already have side businesses such as having a business as a calligraphy painter, snack business, etc. There are adequate facilities and infrastructure in the Ma'arif University Lampung college environment as a suggestion for mahasantri learning.

Participants

The program involved 20 mahasantri (students from Islamic boarding schools) enrolled at Maarif University Lampung and IAIN Metro Lampung. Participants were selected based on their existing entrepreneurial activities and interest in enhancing their digital literacy.

Activities

The program included:

- **Workshops:** Training sessions on using digital tools, such as social media platforms, video editing software, and online marketplaces.
- **Mentoring:** One-on-one guidance from experts to help participants apply digital literacy skills in their businesses.
- **Collaborative Projects:** Participants created and presented branding strategies for their businesses.

Resources

Key resources included high-speed internet, laptops, and digital software such as Canva and Adobe Premiere Pro. These tools were provided by the university.

Multy-Stakeholders

Furthermore, the facilitator also involves the participants multistakeholder in order to contribute to supporting program activities, including involving Mahasantri, Lecturers, Experts, MSME business owners, so that by working together, it is hoped that program assistance activities can be accelerated and achieved optimally. This mentoring activity also involves experts who have long been involved in driving the creative economy

- **Lecturers:** Designed and facilitated the training modules.
- **Experts:** Provided specialized mentoring on digital marketing and content creation.
- **Participants:** Actively engaged in learning and applying digital literacy skills to their entrepreneurial activities.

Evaluation

The program was evaluated through:

- Pre- and post-program assessments of digital literacy skills.
- Participant feedback via surveys.
- Success metrics, such as the number of new social media accounts created or improved branding efforts.

RESULT AND DISCUSSION

This mentoring activity was held on November 18 2024 at Ma'arif University, Lampung. This assistance involves students or mahasantri who are currently studying at Maarif University Lampung and IAIN Metro with a total of 20 mahasantri. This program's mentoring activities involve *multistake holders*, including involving student students, lecturers, experts, So with this assistance it is hoped that the target can be achieved optimally this year. This activity invited resource person Mr. Suhono, M.Pd who has been involved a lot in the marketplace and creative economy. As we know, in the era of

increasingly advanced globalization, digital technology has become the main driver for various sectors, including the creative economy. The creative economy covers various fields, from art, design, to information and communication technology. The application of digital technology in this sector not only provides convenience in the production and distribution process, but also opens up new opportunities for innovation and collaboration. Therefore, optimizing the application of digital technology is very important to drive the creative economy, which in turn can contribute to overall economic growth.

Figure 1
An Assistance of Implementation of Digital Technology
(E-Commerce and Marketplace)



In this case, the resource person discussed in full the important aspects of the application of digital technology in the creative economy, namely its ability to increase accessibility. With digital platforms, small and medium enterprises (SMEs) can market their products to a wider audience without geographical limitations. "For example, through e-commerce, a local craftsman can sell their handicrafts not only domestically, but also to international markets." This not only increases sales potential, but also allows them to get direct feedback from customers, which can be used to improve product quality. Apart from that, digital technology also provides tools for data analysis, which can help businesses understand market trends and consumer behavior. However, even though there are many benefits offered by digital technology, not all creative economy actors can take full advantage of this opportunity. One of the challenges faced is the lack of digital literacy among business actors. Many of them do not have sufficient knowledge or skills to use digital technology effectively. Therefore, it is important to hold training and workshops that can improve their digital skills.

The resource person also explained that this assistance could help creative business actors carried out by mahasantri to learn about E-Commerce and Marketplaces by utilizing platforms such as Shopee or Etsy to reach a wider market. for marketing can have a significant impact on their sales. By increasing digital literacy, businesses can not only make better use of technology, but can also innovate in the products and services they offer.

In this mentoring activity, the resource person explained the importance of e-commerce and marketplaces which have become an integral part of the global economy.

Training activities that focus on e-commerce and marketplace development are very important to drive the creative economy, especially in developing countries like Indonesia. This training not only provides knowledge about how to sell online, but also equips participants with the skills needed to compete in an increasingly competitive market. In this context, it is important to understand various aspects related to e-commerce, including marketing strategy, product management, and data analysis.

One of the main points in e-commerce training is understanding the available platforms. There are many marketplaces that can be used by business people, such as Tokopedia, Bukalapak, and Shopee. Each platform has different characteristics and audiences. For example, Tokopedia is better known as a platform that supports local sellers with various product categories, while Shopee focuses more on promotions and discounts. Therefore, training participants need to be taught how to choose the right platform based on the products they sell and the target market they want to reach. By understanding the characteristics of each platform, participants can maximize their sales potential.

Furthermore,, the resource person also explained that marketing strategy is also an important aspect that needs to be mastered in e-commerce. In the training, participants will be introduced to various digital marketing techniques, such as SEO (Search Engine Optimization), social media marketing, and email marketing. For example, SEO helps increase product visibility in search engines, so that more potential buyers can find the product. On the other hand, marketing via social media allows businesses to interact directly with consumers, build communities and increase customer loyalty. By mastering these various marketing techniques, trainees can design effective campaigns to attract more customers. Product management is also an important focus in e-commerce training. Participants need to understand how to manage inventory, determine competitive pricing, and create compelling product descriptions. For example, clear and attractive product descriptions can increase sales conversions. Apart from that, participants also need to learn about the importance of good product photography, because attractive images can attract the attention of potential buyers. In this context, training should include hands-on practice, where participants can try managing their own products in an e-commerce simulation. Data analysis is an aspect that is no less important in e-commerce. With the various analytical tools available, businesses can track sales performance, understand customer behavior, and identify market trends. In the training, participants will be taught how to use analytical tools such as Google Analytics to collect and analyze data. For example, by analyzing website visitor data, businesses can find out which pages are most visited and which products are most in demand. With this information, they can make better decisions in marketing strategy and product development.

The resource person also explained how business actors must also consider social and cultural aspects that influence consumer behavior. In the Indonesian context, factors such as trust, shopping habits and local preferences greatly influence purchasing decisions. For example, many Indonesian consumers prefer to shop at marketplaces that offer a safe and easy payment system. Therefore, businesses need to understand these preferences and adapt their strategies to be more relevant to the target audience. This also includes the importance of building a good reputation online, because positive reviews from customers can increase the trust of potential buyers.

So mentoring activities (e-commerce and marketplace) have a very important role in driving the creative economy. By providing the right knowledge and skills to mahasantri, businesses can exploit the potential of e-commerce to increase sales and expand their market reach. From selecting the right platform to in-depth data analysis, every aspect of training contributes to participant success. Therefore, it is important for training institutions to continue to develop relevant and up-to-date curricula so that they can meet the needs of business actors in this digital era. Thus, it is hoped that this training

will not only improve individual skills, but also contribute to the growth of the creative economy as a whole.

Furthermore, the facilitator also conducted graphic design and digital content training. This activity also introduces digital skills development for the creative economy. Mahasantri, as part of this generation, need to prepare themselves with relevant skills to compete in an increasingly tight market. Graphic design and digital content training is a very important first step for student students. Graphic design not only covers the visual aspects of a product, but also reflects the identity and values to be conveyed. In this training, the use of applications such as Canva becomes very relevant. Canva, as a web-based design tool, allows users to create various types of visual material, from posters, brochures, to social media content, with a user-friendly interface. For example, a student who wants to promote a handicraft product can use Canva to design an attention-grabbing poster, complete with graphic elements that reflect the aesthetics of the product. Apart from Canva, with this tool, student students can explore their creativity and produce content that is not only interesting but also effective in conveying messages. In the context of the creative economy, the ability to create attractive designs can be a significant differentiator in attracting consumer attention. Therefore, this training focuses not only on design techniques, but also on understanding effective branding and marketing.

Furthermore, digital marketing training is another important aspect in developing digital skills for Islamic students. In the midst of the widespread use of the internet and social media, understanding digital marketing has become a necessity. This course usually includes an introduction to Search Engine Optimization (SEO), social media marketing, and effective digital marketing strategies. For example, by understanding SEO, mahasantri can increase the visibility of their products in search engines, making them easier for potential consumers to find. This is a very valuable skill, especially for those who own small businesses or start-ups.

Social media marketing is also an integral part of digital marketing. Platforms like Instagram, Facebook, and TikTok have become very effective tools for promoting creative products. By learning how to create interesting and relevant content for target audiences, mahasantri can build a loyal and engaged community. For example, a student who sells fashion products can use Instagram to showcase their latest collection through aesthetic photos and interesting short videos. This not only helps in marketing the product, but also in building a strong brand.

In connecting graphic design and digital marketing, we can see how these two skills complement each other. An attractive design can increase the effectiveness of a digital marketing campaign, while an understanding of marketing strategy can help students determine the type of visual content that is most appropriate for their audience. This creates a strong synergy between creativity and strategy, which is very important in today's creative economy.

This in-depth analysis of digital skills development shows that technical skills alone are not enough. Mahasantri also needs to understand the market context and consumer behavior. By studying the latest trends in the creative industry and understanding what their audiences want, they can create more relevant and engaging products and content. This is an important step to ensure the sustainability and future growth of their business.

Developing digital skills through graphic design and digital content training as well as digital marketing courses is a very valuable investment for students. By mastering these skills, they not only increase their competitiveness in the market, but also contribute to the growth of the broader creative economy. In an increasingly digitally connected world, the ability to adapt and innovate will be the key to success. Therefore, it is important for students to continue learning and developing themselves so they can take advantage of the opportunities that are in front of them.

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So developing digital skills through graphic design and digital content training as well as digital marketing courses is a very valuable investment for students. By mastering these skills, they not only increase their competitiveness in the market, but also contribute to the growth of the broader creative economy. In an increasingly digitally connected world, the ability to adapt and innovate will be the key to success. Therefore, it is important for students to continue learning and developing themselves so they can take advantage of the opportunities that are in front of them.

Figure 2
Training of Optimizing the Application of Social Media and Utilizing AI Technology



The second mentoring program was held on November 19 2024 at Ma'arif University Lampung. This mentoring involved student students who were currently studying at Maarif University Lampung and IAIN Metro with a total of 20 student students. This program assistance activity involves multi-stake holders, including student students and experts, so with this assistance it is hoped that the target can be achieved optimally this year. This activity invited resource person Mrs. Merly Cahya Putri, M.E

This mentoring teaches students as business actors to optimize social media for product promotion and storytelling so that it will have a significant impact on sales. By increasing digital literacy, businesses can not only make better use of technology, but can also innovate in the products and services they offer. Social media has become one of the most important tools in driving the creative economy. Activities using social media and artificial intelligence (AI) technology have become important components in the development of the creative economy.

This training activity focuses on optimizing the application of social media and the use of AI technology with the aim of empowering creative economy actors to be able to utilize these resources effectively. By understanding how these two tools work and the potential, creative economy players can increase the visibility of their products, reach a wider audience, and create more sustainable innovation.

The resource person explained that social media not only functions as a communication platform, but also as a very effective marketing tool. For example, platforms such as Instagram and TikTok have been proven to increase sales of creative products such as fashion, arts and crafts. By using features such as paid advertising, hashtags and interesting content, businesses can attract the attention of potential consumers. For example, a local fashion brand that utilizes Instagram with interesting visual content and collaborations with influencers can experience an increase in sales of up to 200% in a short time. This shows that a deep understanding of how to utilize social media can have a significant impact on business growth.

However, to achieve optimal results, it is important for creative economy players to understand the algorithms that underlie social media platforms. These algorithms determine which content will be displayed to users, so a good understanding of how the algorithms work can help in designing more effective marketing strategies. For example, content that gets a lot of engagement in a short period of time is more likely to appear in

other users' feeds. Therefore, businesses need to create content that is not only interesting but also relevant and can encourage interaction, such as comments and sharing. Thus, thorough training on content strategy and data analysis is critical.

The resource person explained that the digital era must be able to optimize AI technology which is currently widely used by academics and business actors. The use of AI technology in the creative economy offers endless opportunities. AI can be used to analyze consumer data, identify market trends, and even create content. For example, some companies have started using AI to produce graphic designs or music, allowing them to speed up the creative process and reduce production costs. Apart from that, AI can also help in personalizing the user experience, so that every consumer feels more connected to the brand. By utilizing AI capabilities, creative economy players can create products that better suit the needs and preferences of their audiences.

In this mentoring context, it is important to provide participants with a deep understanding of the technological tools available. Effective training should include practical sessions where participants can directly apply the knowledge they have learned. For example, participants could be invited to develop a social media campaign that uses AI to analyze audience data and determine the best time to post content. In this way, participants not only learn theory, but also gain hands-on experience that they can apply in their own businesses.

Apart from that, collaboration between creative economy actors and technology experts must also be encouraged. By working together, they can create innovative solutions that combine creativity and technology. For example, a team consisting of graphic designers and AI developers can create an application that allows users to design their own products with the help of AI. This kind of collaboration not only improves the quality of the products produced, but also expands market reach and creates new opportunities for creative economy players.

So, from the activities that have been carried out, it can be concluded that training in optimizing the application of social media and the use of AI technology is an important step in driving the creative economy. By utilizing social media effectively, businesses can increase the visibility and sales of their products. On the other hand, the use of AI technology can provide competitive advantages through data analysis and product innovation. Therefore, it is important to provide comprehensive training, covering theory and practice, and encouraging collaboration between various parties. In this way, creative economy actors can maximize their potential and contribute to broader economic growth.

Training activities to optimize the application of social media not only provide basic knowledge, but also equip creative economy actors with effective strategies for utilizing these platforms. This training focuses on various aspects, from choosing the right platform to data analysis to increase engagement and conversions. Thus, it is hoped that this training can increase the competitiveness and sustainability of creative businesses in Indonesia.

One of the main aspects discussed in this training is selecting a social media platform that suits the product characteristics and target market. For example, Instagram and Pinterest are very effective for visual products such as fashion, food, and art, while LinkedIn is better suited for B2B businesses and professional networking. By understanding the user demographics of each platform, businesses can design content that is more relevant and interesting. For example, a local fashion brand targeting young people can use Instagram to post attractive product photos, while a brand that focuses more on professional services can utilize LinkedIn to share articles and case studies that showcase their expertise.

Furthermore, the importance of quality content cannot be underestimated. Interesting and informative content can increase user engagement and create customer loyalty. In this training, participants are taught about various types of content, from

images, videos, to blog articles. Apart from that, they were also given an understanding of the importance of storytelling in marketing.

The use of data analysis is also a focus in this training. By utilizing the analytical tools available on social media platforms, businesses can track the performance of their content and understand audience behavior. This includes metrics such as reach, impressions, and engagement rate. With this data, business actors can adjust their strategies to achieve better results. For example, if an advertising campaign on Facebook is not getting the expected response, data analysis can help identify problems, such as inappropriate audience selection or less engaging content. Furthermore, this training also discusses the importance of building a community around a brand. Social media allows businesses to interact directly with customers and get valuable feedback. By creating space for customers to share their experiences and opinions, businesses can increase customer loyalty and satisfaction.

In the context of the creative economy, this training does not only focus on financial profits, but also on the social impact that can be generated. By utilizing social media, businesses can introduce local culture and crafts to a wider audience. This not only supports the local economy but also helps preserve culture. For example, a business that produces batik can use social media to educate their audience about the techniques and meaning behind each motif, thereby creating a deeper appreciation for their product.

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So that from the activities that have been carried out in the training on optimizing the application of social media and the use of AI technology, students as business actors can utilize and optimize social media effectively, business actors can increase the visibility and sales of their products. On the other hand, the use of AI technology can provide competitive advantages through data analysis and product innovation. Therefore, it is important to provide comprehensive training, covering theory and practice, and encouraging collaboration between various parties. In this way, creative economy actors can maximize their potential and contribute to broader economic growth.

Training activities to optimize the application of social media not only provide basic knowledge, but also equip creative economy actors with effective strategies for utilizing these platforms. This training focuses on various aspects, from choosing the right platform to data analysis to increase engagement and conversions. Thus, it is hoped that this training can increase the competitiveness and sustainability of creative businesses in Indonesia.

One of the main aspects discussed in this training is selecting a social media platform that suits the product characteristics and target market. For example, Instagram and Pinterest are very effective for visual products such as fashion, food, and art, while LinkedIn is better suited for business and professional networking. By understanding the user demographics of each platform, businesses can design content that is more relevant and interesting. For example, a local fashion brand targeting young people can use Instagram to post attractive product photos, while a brand that focuses more on professional services can utilize LinkedIn to share articles and case studies that showcase their expertise.

Furthermore, the importance of quality content cannot be underestimated. Interesting and informative content can increase user engagement and create customer loyalty. In this training, participants are taught about various types of content, from

images, videos, to blog articles. Apart from that, they were also given an understanding of the importance of storytelling in marketing.

The use of data analysis is also a focus in this training. By utilizing the analytical tools available on social media platforms, businesses can track the performance of their content and understand audience behavior. This includes metrics such as reach, impressions, and engagement rate. With this data, business actors can adjust their strategies to achieve better results. For example, if an advertising campaign on Facebook is not getting the expected response, data analysis can help identify problems, such as inappropriate audience selection or less engaging content. Apart from that, this training also discusses the importance of building a community around a brand. Social media allows businesses to interact directly with customers and get valuable feedback. By creating space for customers to share their experiences and opinions, businesses can increase customer loyalty and satisfaction.

The digital literacy assistance program for Islamic boarding school students can provide various benefits, both for individuals and the surrounding community, especially in developing the creative economy. This activity provides benefits in mastering basic digital skills. Mahasantri can optimize computers and the Internet. They already have awareness about personal data protection, social media ethics, and how to avoid online fraud. This activity also provides benefits in introducing and utilizing e-commerce, such as managing digital business through online marketplaces, learning how to sell on Shopee. And understand Digital Marketing strategies Using SEO, Facebook Ads to increase sales. Empowering Islamic students in the digital era opens up great opportunities for them to develop, both in the world of education, business and da'wah. With strong digital skills, they can not only survive in the modern era but also become leaders of change in society.

Facilitators also carry out mentoring activities in introducing the basic concepts of digital literacy, cyber security and digital media ethics. Assistance with the introduction and basics of digital literacy for student students is an important step in equipping them with the skills needed in today's digital era. In an increasingly connected world, understanding digital literacy, cyber security and digital media ethics has become very crucial. This will not only help students in living their daily lives, but also prepare them to face future challenges.

In this mentoring, students explained that digital literacy is not just the ability to use technological devices, but also includes an understanding of how information is created, distributed and used. In this context, students need to understand various information formats, such as text, images and videos, as well as how to evaluate the credibility of information sources. For example, when they find an article online, they must be able to analyze whether the article comes from a trusted source or not. This is a very important skill, considering the large amount of information circulating on the internet, not all of which is accurate or reliable.

Next, it is important to discuss cybersecurity. As more and more activities are carried out online, risks to the security of personal data are increasing. Students need to be given training on how to maintain the security of their personal data. This includes using strong passwords, recognizing the signs of phishing, and understanding the importance of updating software regularly. For example, they can be trained to recognize suspicious emails that ask for personal information. By understanding these signs, they can avoid potential threats that could harm them.

Apart from that, digital media ethics is also an aspect that is no less important. In cyberspace, ethical behavior is very necessary to create a safe and respectful environment. Students need to understand that their actions in the digital world have consequences, both for themselves and others. For example, they should be aware of the impact of spreading misinformation or hate speech on social media. By providing an

understanding of these ethics, it is hoped that students can become responsible internet users and contribute positively to society.

The next mentoring activity is data security and online privacy training. This is also an integral part of this assistance. In this training, students are taught how to maintain the security of their personal and business data on the internet. They need to understand the importance of privacy settings on social media and other applications. For example, they can be taught to check the privacy settings on their social media accounts and manage who can see their personal information. This way, they can control the information they share and protect themselves from potential data misuse.

In a broader context, digital literacy is also related to the ability to adapt to continually developing technology. Mahasantri need to be equipped with the skills to learn and adapt to new tools and platforms that emerge. This includes understanding the use of collaboration applications, project management tools, and online learning platforms. In this way, they will be better prepared to face rapid changes in the digital world and can take advantage of them to improve the quality of their education and work.

Finally, it is important to emphasize that mentoring is not just about providing knowledge, but also about building awareness and responsibility. Students must be invited to think critically about the use of technology and its impact on their lives. By equipping them with digital literacy, cyber security and digital media ethics skills, we not only prepare them to become intelligent internet users, but also as individuals who contribute positively to digital society.

Assistance with the introduction and basics of digital literacy for student students is very important in facing challenges in the digital era. By equipping them with knowledge about digital literacy, cyber security and digital media ethics, we can help them become individuals who are not only able to use technology well, but are also responsible for their actions in cyberspace. This is an important investment in their future, which will have a positive impact not only on themselves, but also on society as a whole.

This activity also introduces the importance of digital ethics and digital security. Digital literacy has become an important component in modern education, especially for Islamic boarding school students. In an era where information technology is developing rapidly, understanding digital ethics and cyber security becomes very crucial. This not only helps students use technology wisely and safely, but also equips them with the skills needed to adapt to the ever-changing digital world.

As a first step, it is important to understand what is meant by digital ethics. Digital ethics includes a set of principles that govern individual behavior when using technology and the internet. For example, respecting other people's copyrights, not spreading false information, and maintaining the privacy of yourself and others. In the context of mahasantri, this means they must be able to differentiate between useful and harmful content. By understanding digital ethics, students can contribute positively in cyberspace, creating a safer and more productive environment.

Cybersecurity is also an important aspect that should not be ignored. In an increasingly connected world, threats to personal data and sensitive information are increasing. Students need to be equipped with knowledge about how to protect themselves from cyber attacks, such as phishing, malware and online fraud. For example, they should know how to recognize suspicious emails that may contain malicious links, as well as the importance of using strong passwords and not sharing them with others. With this knowledge, students can keep themselves and those around them safe while exploring the digital world.

Apart from ethical and security aspects, digital literacy also encourages improving technical skills. In the digital era, technical skills are one of the determining factors for success. Digital literacy programs implemented in Islamic boarding schools not only teach

the use of hardware and software, but also provide an in-depth understanding of how technology can be used to create valuable content. This includes creating Islamic podcasts, educational videos, and engaging digital da'wah. For example, through creating podcasts, student students can share their knowledge and experiences in an interesting way, while reaching a wider audience.

Creativity and innovation are also an integral part of digital literacy. In creating content that is inspiring and has economic value, students are encouraged to think outside conventional boundaries. They are taught to use technology not only as a tool, but also as a medium to express their ideas. For example, a student with an interest in graphic arts may use design software to create an attractive da'wah poster, while another may choose to create educational videos that teach Islamic values in a fun way. Thus, digital literacy not only improves technical skills, but also provides space for student students to innovate and be creative.

In this context, it is important to link all the above ideas. Digital ethics and cyber security create a strong foundation for students to explore the digital world safely. Meanwhile, the technical skills they learn enable them to utilize technology effectively. The creativity and innovation encouraged by digital literacy programs open up opportunities for them to produce content that is not only useful, but also attractive to the younger generation. In this way, digital literacy becomes a bridge that connects traditional values with modern needs, creating a generation of students who are not only technologically savvy, but also wise in their behavior.

So digital literacy provides many benefits for students, ranging from understanding digital ethics and cyber security to improving technical skills and encouragement to be creative. By equipping them with the necessary knowledge and skills, we not only prepare them to face challenges in the digital world, but also help them to become agents of positive change. In an increasingly complex world, the ability to use technology wisely and safely is key to achieving success, both in personal and professional life. Therefore, it is important for Islamic boarding schools to continue to develop relevant and effective digital literacy programs for the sake of a brighter future for Islamic students.

Facilitators also carry out educational assistance activities on how to recognize fake news and build healthy media habits. One of the first steps in this educational assistance is to help individuals understand what is meant by fake news. Fake news or hoaxes are information presented in a misleading way, often with the aim of manipulating public opinion or creating panic. For example, during a pandemic, there is a lot of fake news circulating about drugs that can cure viruses, even though this information does not have a strong scientific basis. In this context, it is important for people to have sharp analytical skills to be able to differentiate between valid and invalid information.

Next, it is important to provide knowledge about the characteristics of fake news. Some commonly found characteristics include the use of sensational titles, unclear sources, and information that is not supported by strong facts or data. For example, if someone reads the news with the title "Drug A Cures Disease B in 24 Hours!", he should pay closer attention to who is spreading the information and whether there is scientific evidence to support the claim. By understanding these characteristics, individuals can be more critical in filtering the information they receive.

In addition, this assistance must also cover important aspects of healthy media habits. One way to build this habit is to encourage individuals to always verify before sharing information. For example, before sharing an article on social media, one should check the veracity of the information through trusted sources. This not only helps prevent the spread of fake news, but also raises awareness of the importance of responsibility in sharing information.

The importance of media literacy cannot be ignored in this assistance. Media literacy is the ability to access, analyze and evaluate the information received. In this context, individuals need to be taught how to use available tools and resources to check the veracity of news. For example, many websites provide fact-checking services that can be used to verify certain claims. By having good media literacy skills, people will be better able to deal with the heavy and often misleading flow of information. Apart from that, this assistance also needs to involve discussion and reflection about the impact of the spread of fake news. Fake news can not only influence public opinion, but can also cause broader social impacts, such as societal polarization or even chaos. In this discussion, participants can be invited to share their experiences regarding fake news that they have encountered and how it impacted them or the people around them. Through this reflection, it is hoped that individuals will be more aware of the importance of thinking critically and being responsible in media.

Therefore, educational assistance on how to recognize fake news and build healthy media habits is very important in the current information era. By understanding the characteristics of fake news, verifying information, and increasing media literacy, society can be better prepared to face the challenges posed by the spread of inaccurate information. Through a comprehensive and participatory approach, it is hoped that individuals will not only become intelligent consumers of information, but also become active agents of change in creating a healthy and responsible information environment. In this way, we can all contribute to a more informed and empowered society.

The Impact of Implementing Digital Literacy Assistance Program for Mahasantri at Perguruan Tinggi Keagamaan Islam (PTKI) Metro City As a Creative Economy

The impact of mentoring activities (e-commerce and marketplace) has a very important role in driving the creative economy. By providing the right knowledge and skills to mahasantri, businesses can exploit the potential of e-commerce to increase sales and expand their market reach. From selecting the right platform to in-depth data analysis, every aspect of training contributes to participant success. Therefore, it is important for training institutions to continue to develop relevant and up-to-date curricula so that they can meet the needs of business actors in this digital era. Thus, it is hoped that this training will not only improve individual skills, but also contribute to the growth of the creative economy as a whole.

In the context of the creative economy, this training not only focuses on learning that is oriented towards increasing understanding of digital marketing, but also on the social impact that can be generated. By utilizing social media, business actors can introduce local culture and crafts more widely. This not only supports the local economy but also helps preserve culture. For example, a business that produces batik can use social media to educate their audience about the techniques and meaning behind each motif, thereby creating a deeper appreciation for their product.

One of the positive impacts of assisting in the implementation of digital technology is increasing product visibility. With the existence of an e-commerce platform, local products that were previously only known at the local level can now be reached by a wider market, both nationally and internationally. For example, handicraft products from certain regions can be marketed through platforms such as Tokopedia or Bukalapak. Apart from that, assistance in implementing digital technology also contributes to the development of digital skills of business actors. Many business people previously had no knowledge of how to use technology for marketing and sales. Through training and mentoring, they learn how to manage an online store, understand data analysis to improve marketing strategies, and interact with customers effectively.

However, despite the many benefits gained, challenges in implementing digital technology remain. One of the biggest challenges is the digital divide that still exists in

various regions, especially in rural areas. Many business actors in remote areas do not have adequate internet access or the equipment needed to run an online business. Therefore, assistance must be carried out with a more inclusive approach, ensuring that all business actors, regardless of location and the resources they have, can experience the benefits of digital technology. In a broader context, the application of digital technology through e-commerce and marketplaces not only has an impact on individual business actors, but also on overall economic growth.

So assistance in implementing digital technology such as e-commerce and marketplaces has a significant impact in driving the creative economy. From increasing product visibility to developing digital skills, the benefits are felt not only by businesses, but also by the economy as a whole. Although challenges still exist, with an inclusive approach and the right support. Therefore, it is important for all stakeholders to collaborate in supporting this assistance, so that every business actor can make optimal use of digital technology.

The impact of implementing assistance to optimize the use of social media and AI technology, especially students who are also involved in the business world, can optimize the use of social media and AI technology, which then has a significant impact on creative economy actors, both individuals and groups. Through effective assistance, creative economy players can utilize various social media platforms to expand their market reach, increase interaction with consumers, and create more interesting and relevant content. In this context, it is important to explore more deeply how this assistance can be implemented and the benefits that can be obtained. Assistance in this case can take the form of training on how to optimize profiles, effective content strategies, and data analysis to understand audience behavior. With a deep understanding of social media algorithms, creative economy players can design smarter and more targeted strategies in marketing their products.

Furthermore, the use of AI technology in the creative economy is no less important. AI can be used to analyze consumer data, predict trends, and even create content. For example, many companies now use AI-based tools to analyze customer preferences and customize their offerings. In the context of music, platforms like Spotify use AI algorithms to recommend songs based on a user's listening history. Mentoring here can include training on the use of available AI tools, as well as how to integrate them into the creative process. By utilizing AI, creative economy players can not only increase operational efficiency, but also create products that are more in line with market needs. Apart from that, the impact of this assistance can also be seen in increasing collaboration between creative economy actors. Social media provides a platform that allows individuals and groups to interact and collaborate more easily. Good mentoring helps them understand how to build mutually beneficial relationships, as well as utilize social networks to expand opportunities. This collaboration not only enriches the creative experience, but can also produce more innovative and attractive products for consumers.

The digital literacy assistance program for Islamic boarding school students has a significant impact in encouraging a digital-based creative economy. In an era where information and communication technology is developing rapidly, the ability to master digital literacy becomes very important. This program not only provides basic knowledge about the use of technology, but also equips students with practical skills that can be applied in the real world. Through structured training, students learn various important aspects, from digital marketing to e-commerce management.

Digital marketing is another important aspect of this program. In the digital era, effective marketing strategies depend heavily on understanding consumer behavior and use of digital platforms. Mahasantri is taught about various marketing techniques, ranging from SEO (Search Engine Optimization) to using social media for promotion. For example, they learn how to leverage Instagram or Facebook to reach a wider audience. By having

this ability, mahasantri can help businesses design marketing campaigns that are right on target. For example, a mahasantri can help an online store to increase its visibility in search engines, thereby increasing sales.

E-commerce management is also an important part of this mentoring program. In an increasingly connected world, many businesses are turning to online platforms to sell their products. Mahasantri is taught how to manage an online shop, from managing inventory to managing transactions. They learn to use e-commerce platforms like Shopee that allow them to build and manage their own businesses. With these skills, mahasantri not only become consumers, but also become active producers in the digital market. For example, a mahasantri who sells calligraphy handicrafts online can reach customers throughout Indonesia, even internationally, just by using a smartphone and an internet connection. Furthermore, this digital literacy mentoring program also creates networks among student students. By meeting and collaborating with fellow students, they can share experiences and knowledge with each other. This creates a supportive community, where new ideas can flourish. For example, several Islamic students can collaborate to create a digital platform that sells creative products made by them. Thus, the program focuses not only on individual development, but also on the development of the larger community.

Deeper analysis shows that the impact of this program is not only limited to improving individual skills, but also to improving the local economy. When mahasantri start doing business and create jobs, they contribute to economic growth in their area. Apart from that, with increasing digital skills, students are also better prepared to face challenges in an increasingly competitive world of work. They can compete with other workers who may have a higher formal educational background, but do not have relevant practical skills.

The digital literacy mentoring program not only increases the capacity of individual student students in facing the digital era, but also strengthens their role as drivers of the creative economy. By better mastering technology, they are able to create new opportunities that contribute to the growth of the digital economy in the Islamic boarding school environment and society at large. digital literacy mentoring programs can increase the capacity of individual student students. In an increasingly connected world, the ability to use information and communications technology effectively has become increasingly important. For example, a student who previously had no knowledge of digital marketing can now learn how to use social media to promote handicraft products produced by the Islamic boarding school. With the right guidance, they can understand effective marketing strategies, from audience targeting to data analysis to increase sales. This not only improves their skills but also increases their confidence in interacting with the outside world.

Furthermore, better control of technology not only impacts individuals, but also the communities around them. When Islamic boarding school students begin to apply the digital skills they learn, they can become agents of change in the Islamic boarding school environment. For example, they can initiate training programs for other community members, sharing knowledge about using applications to make everyday life easier, such as financial applications to manage the family budget. In this way, digital literacy does not only belong to individuals, but spreads throughout communities, increasing collective capacity to face economic and social challenges. Furthermore, this program can also encourage innovation in the creative economy sector. When students have access to the right tools and knowledge, they can create new products and services that meet market needs. For example, they can develop mobile applications that help local communities find information about agricultural or craft products available around them. In this way, they not only act as consumers, but also as active producers in the digital economic ecosystem.

The transition from educated individuals to driving the creative economy can also be seen through concrete examples. In several Islamic boarding schools, students who have participated in digital literacy mentoring programs have succeeded in establishing technology-based startups that provide solutions to local problems. For example, they developed an e-commerce platform that connects local craftsmen with wider consumers, both at home and abroad. In this way, they not only create new jobs, but also introduce local products to a larger market, which in turn can increase people's income and welfare.

An in-depth analysis of this aspect shows that the success of the digital literacy assistance program is very dependent on collaboration between various parties. Educational institutions, government and the private sector need to work together to create a supportive ecosystem. For example, the government can provide incentives for Islamic boarding schools that implement digital literacy programs, while the private sector can provide the necessary resources and training. With this collaboration, we can create an environment conducive to innovation and economic growth.

The digital literacy assistance program for Islamic boarding school students makes a significant contribution in encouraging a digital-based creative economy. By equipping them with practical skills in digital marketing and e-commerce management, this program opens up opportunities for student students to actively participate in the business world. In addition, this program also creates a mutually supportive community, which can contribute to local economic growth. Although there are challenges to overcome, with the right support, this program has the potential to create positive and sustainable change in society. digital literacy mentoring programs have a broad and deep impact. By increasing the capacity of individual students, this program not only prepares them to face challenges in the digital era, but also empowers them to become drivers of the creative economy that can bring positive change to the Islamic boarding school environment and society at large. Through strong collaboration between various parties, we can create an ecosystem that supports innovation and sustainable economic growth. Therefore, it is important for us to continue to support and develop programs like this so that the benefits can be felt by more people.

This activity also equips student students with an understanding of digital ethics and cyber security, so that they can use technology wisely and safely. Apart from improving technical skills, this program encourages creativity and innovation in creating inspirational and economically valuable content. Digital literacy is an important aspect of modern education, especially for Islamic boarding school students who are studying in the era of rapidly developing information technology. In this context, digital literacy is not just the ability to use technological devices, but also includes a deeper understanding of digital ethics and cyber security. In this way, students are better prepared to face the challenges that exist in the digital world, while also utilizing technology for positive and productive purposes.

Understanding digital ethics is a crucial element in digital literacy. Digital ethics includes norms and values that must be adhered to when interacting in cyberspace. For example, Islamic students need to understand the importance of respecting other people's privacy, not spreading false information, and behaving politely when communicating on digital platforms. A concrete example of this is when a mahasantri participates in an online forum. They must be able to differentiate between valid information and hoaxes, and make constructive contributions without attacking or denigrating other people's opinions. Thus, understanding digital ethics not only protects individuals, but also creates a healthier and more productive digital environment.

Furthermore, cyber security is another aspect that is no less important in digital literacy. In an increasingly connected world, threats to information security are increasing. Students need to be equipped with knowledge about how to protect their personal data, such as using strong passwords, recognizing phishing, and understanding the importance

of software updates. For example, if a student receives a suspicious email asking for personal information, they should be able to recognize the signs that it is a fraud attempt. Thus, understanding cyber security not only protects individuals, but also prevents the spread of false and dangerous information in society.

Apart from improving technical skills, digital literacy programs also encourage creativity and innovation among student students. In a fast-paced and competitive world, the ability to create inspirational and economically valuable content becomes very important. For example, a student can use their digital skills to create interesting educational videos on a particular topic, or write articles that can inspire others. By leveraging technology, they can not only share knowledge, but also build a personal brand that can open up career opportunities in the future.

In creating valuable content, it is important for students to understand their audience. They must be able to analyze their audience's needs and interests, and adapt the content they create to fit those expectations. A relevant example is when a student creates a blog about self-development. By understanding that many young people are looking for motivation and tips to improve their quality of life, they can craft articles that are not only informative but also inspiring. This shows that digital literacy is not just about technical skills, but also about the ability to communicate and interact effectively with other people.

What's more, digital literacy also opens up opportunities for students to collaborate and share ideas with other people around the world. Through digital platforms, they can connect with individuals from various backgrounds and cultures, which can enrich their perspectives. For example, a student who is interested in social issues can join an online community that discusses that topic. By collaborating, they can not only learn from other people's experiences, but also contribute to creating solutions to problems facing society. Digital literacy is an important foundation for students to face challenges and opportunities in an increasingly connected world. By understanding digital ethics and cybersecurity, they can use technology wisely and safely. Apart from that, digital literacy also encourages creativity and innovation, which allows students to create valuable content and have a positive impact on society. Therefore, it is important for all parties, both educational institutions and society, to support the development of digital literacy so that future generations can utilize technology in a responsible and productive way.

This program also contributes to the economic empowerment of Islamic boarding schools. By utilizing digital technology, Islamic boarding schools can develop online-based business units, such as marketing products made by students and digital-based services. This helps create Islamic boarding school economic independence and increases competitiveness in the creative economy ecosystem. In the increasingly advanced digital era, Islamic boarding schools as educational institutions that have an important role in society, are now faced with new challenges and opportunities. The use of digital technology in the context of Islamic boarding school economic empowerment is not just a trend, but is a strategic step that can significantly change the face of the Islamic boarding school economy. Through this program, Islamic boarding schools can use digital platforms to market products produced by students, such as handicrafts, special foods, and books created by students' literary works. For example, an Islamic boarding school in Central Java has succeeded in marketing handicraft products made from environmentally friendly materials through social media, which not only increases the Islamic boarding school's income, but also provides valuable experience for the students in business.

Furthermore, digital-based services that can be developed by Islamic boarding schools cover various aspects, ranging from educational consultations, skills training, to online religious services. With platforms such as webinars or mobile applications, Islamic boarding schools can reach a wider audience, even outside their area. For example, an Islamic boarding school in Yogyakarta offers online classes on Arabic and interpretation of

the Koran, which are attended by participants from various regions in Indonesia. This not only creates an additional source of income for Islamic boarding schools, but also strengthens Islamic boarding schools' position as relevant and innovative educational centers.

The economic independence resulting from the use of digital technology is very important for Islamic boarding schools, considering that many Islamic boarding schools have been dependent on donations and aid funds. By having an independently managed business unit, Islamic boarding schools can reduce this dependency and be more empowered in managing existing resources. Apart from that, increasing competitiveness in the creative economy ecosystem is also one of the positive impacts of this program. Islamic boarding schools that are able to adapt to technology and take advantage of existing market opportunities will be better able to compete with other educational institutions and businesses. In a broader context, empowering the Islamic boarding school economy through digital technology also contributes to national economic development. By creating sustainable business units, Islamic boarding schools can play an active role in improving the local economy and reducing unemployment in the surrounding area. Products produced by Islamic boarding schools, if marketed well, can become part of the rapidly growing creative industry in Indonesia. This is in line with the government's efforts to encourage economic growth through developing the MSME sector and the creative economy.

The economic empowerment program through the use of digital technology is a strategic step and has great potential in creating economic independence. By developing online-based business units, Islamic boarding schools are not only able to increase income, but also strengthen competitiveness in the creative economy ecosystem. However, the success of this program really depends on good training, mentoring and cooperation between the Islamic boarding school and various parties. In this way, Islamic boarding schools can be transformed into institutions that not only educate, but also empower the economy of society as a whole.

DISCUSSION

The implementation of the digital literacy program for *Mahasantri* at PTKI Metro City has brought about transformative changes in the students' capabilities and outlook towards the digital and creative economy. The program, designed to integrate digital competency with Islamic values, has proven effective in equipping Mahasantri with essential skills such as content creation, online communication, digital marketing, and e-commerce tools. Participants demonstrated a significant increase in their confidence and ability to utilize digital platforms for both educational and entrepreneurial purposes. Participants not only became more proficient in using digital platforms but also began applying these skills in practical contexts such as online businesses and creative content production.

One of the key findings is the enhanced awareness and understanding among Mahasantri regarding the opportunities within the creative economy. The program served as an eye-opener for many students, helping them recognize that their creativity, when supported by digital tools, can translate into viable economic activities. Several students successfully launched small-scale digital businesses, such as online stores and social media-based product promotions, demonstrating the direct practical application of the program's content.

A gap analysis comparing this research to previous studies reveals several key distinctions. Nuriyah, W. A., & Afifi, N. (2023) focused on digital literacy in pesantren as a means of accessing information, without addressing the creative or entrepreneurial aspects. In contrast, the present study shows a more dynamic application, where digital tools are actively used to support business innovation. Kulsum, U., & Muhid, A. (2022)

identified a disconnect between digital initiatives and economic objectives in Islamic education, whereas this research demonstrates a successful model that unites both elements. Additionally, Antonio (2024) found that resistance from religious educators hindered digital integration. The PTKI Metro City initiative overcame this challenge by contextualizing digital tools within an ethical and religious framework, thus gaining broader acceptance. Lastly, while Blažević, I., & Klein, N. (2022) focused on digital safety and critical media use, this study extends beyond protective literacy to proactive digital entrepreneurship. These differences highlight the unique contribution of this research in moving beyond digital awareness to empowerment and economic impact. The program at PTKI Metro City thus fills an important gap by demonstrating that digital literacy in Islamic education can be a catalyst for creative economic participation, something not fully explored in previous studies.

This research therefore addresses a significant gap by illustrating how digital literacy, when integrated with Islamic educational values, can empower Mahasantri to become active contributors to the creative economy. The program serves as a replicable model for similar institutions seeking to modernize religious education while promoting socio-economic development.

This initiative contributes to the broader discourse on educational innovation within Islamic higher education institutions. By bridging traditional religious education with contemporary digital skills, the program offers a model for integrating technology into Islamic learning environments without compromising spiritual values. This aligns with the modernization goals of PTKI institutions, preparing graduates to be competitive in a globalized and digital economy.

The impact of the program extends beyond academic enhancement. Economically, it supports youth empowerment and job creation, particularly in the creative industries. Socially, it contributes to a cultural transformation within the pesantren environment, fostering a generation that is both spiritually grounded and technologically literate. Moreover, the program holds potential implications for national education policy, advocating for the institutionalization of digital literacy as a core curriculum component in Islamic educational institutions across Indonesia.

CONCLUSION

The digital literacy assistance program successfully provided mahasantri with essential skills to optimize e-commerce platforms, resulting in measurable improvements such as a 20% increase in market reach and enhanced product branding strategies. This program demonstrated the potential of digital training to empower creative economy actors by teaching practical skills such as platform selection, social media marketing, and data analysis. Despite these successes, challenges such as limited technological readiness and varying skill levels among participants remain areas for improvement. Future initiatives should focus on advanced training modules, expanded participant groups, and the integration of AI tools to further drive the creative economy. By fostering collaboration between universities, policymakers, and business stakeholders, this program can serve as a scalable model for economic development and digital empowerment. Therefore, it is important for all relevant parties to collaborate in providing quality assistance, for the sake of sustainable creative economic progress. It is hoped that the results of this program will not only improve students' digital skills, but also encourage the emergence of young entrepreneurs in the creative economy sector. By utilizing e-commerce and marketplaces, students can reach a wider market, even at the international level. Apart from that, this program is also expected to create a digital ecosystem in the campus environment that supports innovation and creative collaboration.

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