

## ABSTRACT

### **The Effect Of Digital Marketing And Entrepreneurial Marketing On Online Business Motivation In High School Students ( A Case Study of Twelfth Grade Students Of SMAN 15 Bandarlampung)**

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This research explains the motivation of twelfth-grade students to engage in online business through mentoring activities by providing materials related to digital marketing and digital entrepreneurship. The researcher hypothesized about the motivation for online business in twelfth-grade students after the learning process. This led to the effect of knowledge exposure during mentoring activities regarding digital marketing and entrepreneurial marketing. The motivation for online business was hypothesized by the researcher based on the phenomenon of the gap that many high school graduates are waiting for employment and not starting their businesses. This research was a quantitative causal study, with the population being all students of SMAN 15 Bandar Lampung and the sample measurement being 120 respondents. The analysis method used was multiple linear regression analysis and the analysis tool used was SPSS. The result showed that digital marketing partially did not have a positive and significant effect on online business motivation in high school students. Entrepreneurial marketing partially had a positive and significant effect on online business motivation. Based on this research, it was concluded that students were motivated to engage in online business by applying business concepts using entrepreneurial marketing.

**Keywords:** Digital Marketing, Entrepreneurial Marketing, Business Motivation,  
Online Business, Entrepreneurship.

