

Student Empowerment Through Multimedia-Based Business Strategy Seminars and Professional Portfolio Development

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ABSTRACT

In today's rapidly evolving digital era, the ability to integrate technical multimedia skills with appropriate business strategies has become essential for enhancing the competitiveness of university graduates. However, challenges related to scheduling adjustments and internal coordination often hinder the effective implementation of educational activities among students. The "Creative Business" seminar was designed to provide in-depth insights into professional portfolio development, personal branding, and content monetization strategies for Multimedia students. This community engagement initiative was conducted through an educational seminar format, featuring both industry practitioners and academics as keynote speakers. The materials presented covered creative industry workflows, client management, and target market identification.

The program successfully contributed to expanding participants' knowledge of digital technology trends while also improving event management skills among the organizing committee. Despite encountering several technical issues, such as a schedule shift from 08:00 to 09:00 WIB and a change in the second speaker, participants responded positively to the clarity and relevance of the delivered content.

Overall, the seminar proved effective in broadening students' strategic perspectives. Nevertheless, incorporating more hands-on practice sessions and improving time management would further enhance the effectiveness of similar activities in the future.

Keywords: Multimedia Portfolio, Business Strategy, Creative Industry, Community Engagement, Digital Business.

ABSTRAK

Di era digital yang berkembang pesat saat ini, kemampuan untuk mengintegrasikan keterampilan multimedia teknis dengan strategi bisnis yang tepat telah menjadi penting untuk meningkatkan daya saing lulusan universitas. Namun, tantangan terkait penyesuaian jadwal dan koordinasi internal seringkali menghambat implementasi kegiatan pendidikan yang efektif di kalangan mahasiswa. Seminar "Bisnis Kreatif" dirancang untuk memberikan wawasan mendalam tentang pengembangan portofolio profesional, personal branding, dan strategi monetisasi konten bagi mahasiswa Multimedia. Inisiatif keterlibatan komunitas ini dilakukan melalui format seminar pendidikan, yang menampilkan praktisi industri dan akademisi sebagai pembicara utama. Materi yang disajikan mencakup alur kerja industri kreatif, manajemen klien, dan identifikasi target pasar.

Program ini berhasil berkontribusi dalam memperluas pengetahuan peserta tentang tren teknologi digital sekaligus meningkatkan keterampilan manajemen acara di antara panitia penyelenggara. Meskipun menghadapi beberapa masalah teknis, seperti perubahan jadwal dari pukul 08:00 menjadi 09:00 WIB dan perubahan pembicara kedua, peserta memberikan respons positif terhadap kejelasan dan relevansi konten yang disampaikan.

Secara keseluruhan, seminar ini terbukti efektif dalam memperluas perspektif strategis mahasiswa. Meskipun demikian, dengan memasukkan lebih banyak sesi praktik langsung dan meningkatkan manajemen waktu, efektivitas kegiatan serupa di masa mendatang akan semakin meningkat.

Kata kunci: Portofolio Multimedia, Strategi Bisnis, Industri Kreatif, Keterlibatan Masyarakat, Bisnis Digital.

INTRODUCTION

The rapid advancement of digital technology has transformed the creative industry worldwide (Tapscott, 2014; Howkins, 2013). Multimedia students are now required not only to master technical skills such as design and editing, but also to develop strategic insights into the commercialization of their work and the strengthening of personal branding (Kotler & Keller, 2016). Within the educational context, a major challenge arises from the mismatch between theoretical knowledge taught in classrooms and the practical realities of the industry, ranging from client management to service pricing (Schön, 1987).

To address this issue, the Multimedia Student Association (HIMEDIA) of Mardira Indonesia Polytechnic organized a Creative Business Seminar themed “Building a Multimedia-Based Portfolio and Business Strategy.” This event was designed as a platform for knowledge exchange between practitioners such as the founder of Indie Positif—and academics in the digital business sector, and multimedia students. The objective was to provide insights into developing a professional portfolio and effective content monetization strategies, enabling students to be better prepared for the challenges of the workforce and entrepreneurship.

Despite facing several challenges during its implementation, such as schedule adjustments and changes in speakers, the event remained an important platform for students to enhance their soft skills, particularly in event management and handling technical issues in real-world settings. It is expected that this activity will foster a learning environment that is adaptive to evolving digital trends, ultimately contributing to the development of high-quality human resources in the creative industry.

METHOD

The method used in this community service activity was an educational seminar combined with interactive discussions (Knowles, 1984). This approach was chosen to facilitate the direct transfer of knowledge from industry practitioners and academics to students as the primary target audience. The implementation began with a planning stage, involving internal coordination among the Multimedia Student Association (HIMEDIA) committee to determine the theme, target participants, and to develop the event timeline. This was followed by the preparation stage, which included negotiating with speakers, securing sponsorships, and arranging the technical requirements for the event held at the auditorium of Mardira Indonesia Polytechnic.

The implementation stage consisted of delivering materials covering multimedia-based business strategies, the development of professional portfolios, and an understanding of workflows in the creative industry. After the event, an evaluation stage was conducted by reviewing the challenges encountered during the activity and collecting feedback from participants as a basis for future improvements. The success of this activity was measured using two main approaches: qualitative and operational (Knowles, 1984). Qualitatively, the evaluation was conducted by collecting participant testimonials, which indicated an increased understanding of personal branding and content monetization strategies, as well as critical feedback regarding the density of the material as an indicator of comprehension levels.

From an operational perspective, success was assessed based on the effectiveness of team coordination, as reflected in the timeliness of the event implementation and the smooth communication among committee members. The level of achievement was evident in the changes observed among both students and organizers, in terms of attitudes, skills, and knowledge. Students demonstrated improved abilities in solving technical problems, along with enhanced teamwork and leadership skills. In addition, participants gained a more concrete understanding of professional standards in the creative industry, including pitching techniques and pricing strategies as preparation for achieving economic independence after graduation (Kotler & Armstrong, 2018). Students also began to recognize the importance of curating their work and utilizing the latest tools as part of their strategy to remain competitive in the digital era.

RESULTS AND DISCUSSION

This community service activity, conducted in the form of a “Creative Business” seminar, targeted active students as the primary partners, particularly members of the Multimedia Student Association (HIMEDIA) at Mardira Indonesia Polytechnic. The participants were characterized as students with interests in the digital industry, design, and entrepreneurship. Based on the implementation analysis, the results of this community service activity can be categorized into several key achievement points:

1. Characteristics of the Material and Speakers

This activity successfully featured speakers from two different perspectives: industry practitioners and digital business academics. This approach aimed to balance theoretical business knowledge with real-world industry practices.

Table 1. Details of Activity Materials and Speakers

No	Source person	Position / Expertise	Main Topic
1	Iman Plezz	Founder Indie Positif	Creative industry workflow, client handling, and pricing.

2	Dede Ibrahim, S.E., M.M.	Dosen Bisnis Digital	Professional portfolio strategy and personal branding.
3	M. Jabbar, S.Kom., M.Kom.	Kaprodi Multimedia	Multimedia based business strategy innovation.
<i>Source: Data processed from the Seminar Report (2026)</i>			

2. Participant Competency Outcomes

The results of data analysis from the activity reflection indicate the acquisition of new insights and significant skill development among both participants and the organizing committee.

Table 2. Analysis of Skills Achievement

Category	Acquired Skill Components
Hard Skills	Portfolio structuring, content monetization, and pitching techniques.
Soft Skills	<i>Problem-solving, time management, team coordination, and leadership.</i>
Managerial	Report administration (LPJ), proposal writing, and event setup.
<i>Source: Data processed from the Seminar Report (2026)</i>	

3. Activity Documentation

The documentation of the event shows participants' enthusiasm during the presentation sessions, as well as the awarding of appreciation to outstanding participants as a form of motivation.



Figure 1. Documentation of the Creative Business Seminar Implementation



Figure 2. Documentation of the Creative Business Seminar Implementation



Figure 3. Documentation of the Creative Business Seminar Implementation

The delivery of knowledge in this activity was carried out through a comprehensive presentation method, covering the latest trends in the digital world such as content strategy, the use of modern tools, and strategies for selecting platforms that align with target markets. This dissemination provided added value by fostering a shift in students' behavior—from being primarily focused on technical work to becoming more aware of the importance of positioning and the commercial aspects of their creations. This activity succeeded in providing students with practical insight into how to deal with clients and determine prices for multimedia services (pricing). In the long term, this activity is expected to increase the absorption capacity of graduates in the creative industry or trigger the emergence of new young entrepreneurs from the campus environment. For institutions, this activity strengthens the portfolio of student activities and strengthens networks with industry practitioners.

Success Indicators and Obstacles The benchmark for the success of the activity can be seen from the delivery of all the main material and positive responses from participants who stated that their insight had increased significantly regarding the portfolio. However, there are several evaluation notes as follows:

- **Weaknesses:** There was a 60 minute delay in the start time of the event (which was supposed to be 08.00 WIB to 09.00 WIB) and there was miscommunication between the committee. Apart from that, there was a sudden change in sources in the second material.
- **Advantages:** The flexibility of the committee in carrying out problem solving and transferring presenters to digital business lecturers ensures that the quality of the substance of the event is maintained.

Level of Difficulty and Development Opportunities The main level of difficulty lies in the logistics coordination and time management of the implementing team. Criticism from participants indicated the need for practical (hands-on) sessions so that the material was not only theoretical but also applicable. In the future, there is a great opportunity to develop this activity into a series of workshops with a special focus on creating live portfolios and business negotiation simulations, in order to further explore technical aspects that have not been fully covered due to time constraints.

CONCLUSION

Based on the analysis of the results of the implementation and discussion of this community service activity, it can be concluded that the "Creative Business" seminar has succeeded in achieving its main objective of providing strategic insight into professional portfolios and multimedia-based business strategies to students. The results of data analysis show that even though there were operational obstacles in the form of a 60 minute time delay and a sudden change in resource persons, this activity was still able to have a significant impact on increasing partner understanding. Participants gain concrete knowledge regarding work curation, personal branding, and industrial workflows such as client handling and pricing which they had not previously mastered in depth. Apart from that, for students involved in committees, this activity is a means of testing the correlation between organizational management theory and problem solving practices in the field when facing technical and coordination obstacles.

Based on the findings and evaluation during the activity, suggestions that can be given are as follows:

1. **Practical Action:** Future organizing committees need to tighten internal coordination and inter-divisional communication at least two hours before the event starts to minimize the risk of delays and miscommunication.

2. Development of Advanced Service: Considering the aspirations of participants regarding material density, it is recommended that further activities be carried out in a workshop format or hands-on training so that participants can apply portfolio creation theory instantly.
3. Material Strengthening: It is necessary to add a special duration for question and answer sessions or interactive discussions to explore the technical aspects of the creative industry which participants consider to be too short to understand in one seminar session.

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