Brand Strategy Training Using Artificial Intelligence to Improve Students' Competence at SMKN 8 Pekanbaru

Wentisasrapita Abiyus[1], Ahmad Ade Irwanda[2], Richa Afriana Munthe[3]
[1,2,3]Lancang Kuning University, Pekanbaru, Indonesia
email (wenti@unilak.ac.id[1], ahmadade@unilak.ac.id[2], richa@unilak.ac.id[3])

Abstract: Brand Strategy Training using Artificial Intelligence aims to equip students of SMKN 8 Pekanbaru with the ability to understand, design, and implement effective brand strategies in the digital era. The training materials cover the basic concepts of brand strategy, the importance of personal branding for vocational students, and the main elements in building a strong self-image. Participants are guided to learn how digital content, such as videos, visual designs, and promotional narratives, can be used to strengthen brand messages. In addition, they are introduced to examples of successful branding strategies in the industrial world that are relevant to their fields of expertise. This training also highlights the role and potential of Artificial Intelligence (AI) in supporting the development of modern brand strategies. Students learn to use AI tools such as ChatGPT to create promotional scripts, content ideas, and engaging and efficient brand communication plans. Through hands-on practice, discussions, and case studies, participants are expected to be able to integrate creativity with intelligent technology to create innovative, ethical, and market-oriented branding strategies for the future workforce. Thus, this activity encourages students to become creative, adaptive, and ready to compete in the digital-based industrial world.

Keywords: Brand Strategy, Artificial Intelligence, ChatGPT, SMKN 8 Pekanbaru

1. Introduction

The current development of digital technology has brought major changes to various aspects of life, including the way individuals and institutions build and manage their self-image or brand. In today's fast-paced and connected information era, the ability to develop a strong brand strategy has become one of the key factors in increasing competitiveness, both in industry and education. One important innovation that influences this field is the use of Artificial Intelligence (AI) in digital strategy and creative content development (Pratama, 2025).

In the context of vocational education, particularly at SMK Negeri 8 Pekanbaru, mastery of digital skills and the ability to develop brand strategies have become increasingly urgent needs. Vocational schools play an important role in preparing students to compete in the workforce and adapt to technological advancement. However, in reality, many students still do not understand the importance of building a digital identity and developing a professional personal or product brand strategy (Yulianta, 2024). This condition has resulted in students' competencies in digital marketing and content creativity not yet being optimal (Setiawan et al., 2025).

This training activity provides a fundamental contribution in the digital field, namely helping students of SMK Negeri 8 Pekanbaru understand and apply attractive brand strategies with the support of Artificial Intelligence technology. Through this training, students do not only learn the basics of branding and digital communication, but also how AI can be used to strengthen creativity, efficiency, and effectiveness in creating innovative promotional content. Therefore, this training plays an important role in improving students' self-competence so that they are able to compete in the workforce and develop independent entrepreneurship.

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Recent trends in digital marketing show that AI has become a key component in modern brand development strategies. Technologies such as generative AI enable users to create logos, videos, promotional scripts, and even marketing campaigns automatically and personally. Major companies now utilize AI to understand consumer behavior, design unique customer experiences, and adjust marketing messages in real time. In the educational context, this trend needs to be adopted by vocational institutions so that students do not merely become technology users, but also creators who understand how technology works and how it is applied in real-world contexts.

In addition, AI-based brand strategy training also supports the development of 21st-century character and competencies, such as critical thinking, effective communication, collaboration, and creativity. Students are encouraged to think strategically about how technology can be used ethically and innovatively in building personal or product images. By mastering these skills, students will be better prepared to face industrial changes toward the Society 5.0 era, in which the integration between humans and technology becomes a major factor in economic and social progress (Trisnawati et al., 2023; Aulia et al., 2024).

Overall, this activity does not only aim to improve students' technical skills in using digital technology, but also provides a scientific and practical foundation for developing AI-based brand strategies. This study and training are expected to serve as a concrete example of how intelligent technology can be utilized to support vocational education that is relevant to the needs of industry and the modern workforce.

Thus, Brand Strategy Training using Artificial Intelligence for students of SMK Negeri 8 Pekanbaru is an important step in developing young generations who are creative, adaptive, and highly competitive in facing the challenges of the continuously evolving digital era.

2. Method

The method used in this Community Service activity was a seminar-based approach. The seminar was conducted to deliver material on the basic introduction to the use of Artificial Intelligence, particularly ChatGPT, to students of SMKN 8 Pekanbaru. Through seminars and counseling activities, this Community Service program provided various basic knowledge related to the use of ChatGPT in preparing attractive scripts for brand strategy, practicing the development of interesting scripts for brand strategy, and conducting discussions that could be applied by SMKN 8 Pekanbaru.

The knowledge delivered in this activity can be applied by SMKN 8 Pekanbaru to improve students' competencies in their school. The concept of creating brand strategy content is an appropriate medium to be implemented in improving students' competencies at SMKN 8 Pekanbaru. The implementation method was carried out with the following details:

3.1. Time and Place

This training will be conducted for one day in the third week of January at the hall of SMKN 8 Pekanbaru.

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3.2. Training Materials

The training materials include:

a. Why brand strategy is important
b. Understanding Artificial Intelligence (AI) in a business context
c. The application of AI to support brand performance
d. Successful brands using AI
e. Essential skills for vocational students in the AI era
f. Practice and discussion

3.3. Equipment and Materials

The equipment that participants need to prepare includes a laptop or mobile device. To ensure that the training is carried out properly, training evaluation tools are required both during the activity and at the end of the training. The evaluation tool used in this activity is the final training evaluation, which is conducted by distributing a service questionnaire to assess the overall implementation of the digital marketing training activity.

3. Results and Discussion

3.1 Results

This community service activity was carried out on Wednesday, November 27, 2025, at SMKN 8 Pekanbaru and was attended by 33 students and 2 accompanying teachers. The training, entitled "Brand Strategy with Artificial Intelligence to Improve Students' Competence at SMKN 8 Pekanbaru," was successfully implemented. Participants showed great enthusiasm in taking part in the activity. Several students asked questions about the use of brand strategy with Artificial Intelligence and practiced brand strategy directly. The stages carried out in this activity were as follows:

1. Preparation Stage

The preparation stage was carried out before the training activity was implemented, consisting of several activities as follows:

a. Coordination with the Partner: Communication and coordination were carried out with the school regarding the time, place, number of participants, and technical implementation of the activity. The activity schedule and supporting facilities, such as the room, LCD projector, internet network, and other facilities, were also agreed upon.
b. Preparation of Training Materials: The materials delivered in the training included the basic concept of brand strategy, the definition of brand and personal branding, the importance of brand strategy in the digital era, the main elements in building a brand, Artificial Intelligence in the context of branding, practical use of AI through ChatGPT, case studies, and discussion.
c. Preparation of Questionnaire Instruments**:** The questionnaires used in this activity consisted of pre-test and post-test questionnaires, which were used to measure the improvement in students' understanding before and after the training.

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Table 5.1 Pre-Test and Post-Test Results of Training Participants

Number of Respondents	Knowledge Score	Mean	Mean Difference
33	Before Training After Training	49,15 78,76	29,61

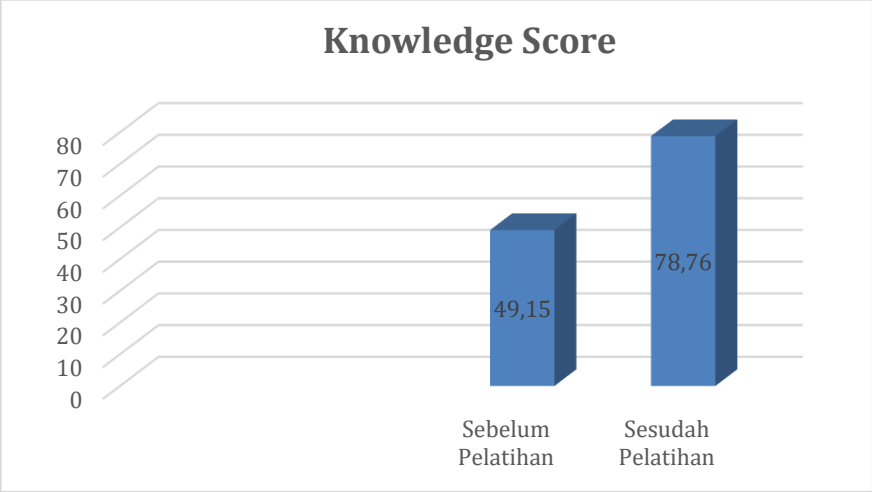

Figure 5.1 Knowledge Score Chart

Based on the comparison of the pre-test and post-test assessments given to 33 training participants, the knowledge score before the training had an average value of 49.15%, while after the training the average value increased to 78.76%. This means that there was an increase in participants' knowledge after the training. The average score increased by 29.61%.

Participant Satisfaction Questionnaire (Service Evaluation): This questionnaire was used to assess the quality of the training implementation. The results of the final training evaluation, in the form of a service questionnaire assessing the overall implementation of the digital marketing training activity, are presented as follows.

Table 5.2. Results of the Training Service Questionnaire

Question	Very Poor	Poor	Fair	Good	Very Good
Content of Materials			5	7	21
Speaker/Presenter			2	12	19
Training Duration			2	9	22
Discussion Atmosphere			2	11	20
Benefits of the Training			2	6	25

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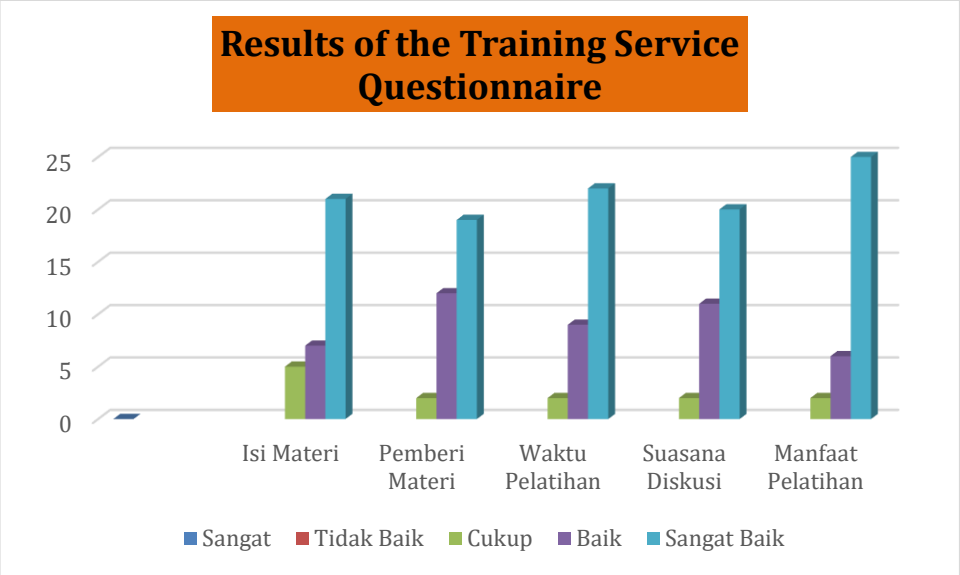

Figure 5.2 Results of the Training Service Questionnaire

2. Implementation Stage

The implementation of the activity was carried out in the form of an interactive seminar and hands-on practice, with the following stages:

a. Participant registration
b. Opening of the activity
c. Presentation of material by the community service team
d. Demonstration of AI use through ChatGPT
e. Hands-on practice by participants
f. Discussion and question-and-answer session
g. Assignment to create a simple brand strategy
h. Presentation of participants' practice results
i. Closing of the activity

The methods used included:

a. Interactive lectures
b. Demonstrations
c. Hands-on practice
d. Group discussions
e. Presentation of work results

This approach aimed to ensure that participants did not only understand the theory but were also able to implement it directly.

3. Monitoring Stage

Monitoring was carried out during the activity to ensure that the objectives were achieved.

The forms of monitoring included:

a. Observation of participants' participation and activeness
b. Assistance during the practice of using AI
c. Evaluation of participants' assignment results

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d. Activity documentation, including photos, attendance lists, and minutes of the activity

Monitoring was also conducted on:

a. The availability of facilities and infrastructure
b. The suitability of the implementation schedule
c. Technical obstacles that arose during the activity

4. Evaluation Stage

Evaluation was conducted to measure the success of the activity both quantitatively and qualitatively.

a. Quantitative Evaluation

a. Comparison of pre-test and post-test results
b. Analysis of the increase in the average knowledge score
c. Recapitulation of the results of the participant satisfaction questionnaire

b. Qualitative Evaluation

a. Participant feedback through discussion
b. Participant reflection on the benefits of the training
c. Assessment of brand strategy practice results

The success of the activity was indicated by:

a. An increase in participants' knowledge scores
b. At least 75% of participants rating the training as "Good" or "Very Good"
c. Participants being able to prepare a simple brand strategy using AI

5.2 Outputs

The outputs of the activity included:

1. Publication of an article in a community service journal

Figure 5.3 Publication of the Training on Kompasiana

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2. Training certificates for participants

Figure 5.4 Training Certificates for Participants

3. Module or teaching materials on the use of AI for brand strategy
4. Activity documentation, including photographs and minutes of the activity

These outputs are expected to provide a sustainable impact on improving students' digital competencies and may serve as a model for similar training activities in the future.

4. Conclusion

The community service activity in the form of Brand Strategy Training using Artificial Intelligence for students of SMKN 8 Pekanbaru was successfully implemented in accordance with the planned objectives. This activity was attended by students and accompanying teachers with a high level of participation.

This training provided students with an understanding of the importance of brand strategy, personal branding, and the use of Artificial Intelligence technology in creating content and digital promotional strategies. Through seminars, practice sessions, and discussions, students gained direct experience in using AI technology to develop brand strategy concepts.

The results of the activity showed that this training was able to improve students' insight, skills, and readiness in facing the demands of the workforce and entrepreneurship in the digital era. Students gained a better understanding of the role of technology in building personal and product images creatively, effectively, and innovatively.

In general, this community service activity made a positive contribution to improving

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students' digital competencies, particularly in the field of Artificial Intelligence-based brand strategy.

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