ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kompetensi digital, literasi digital, dan minat bakat melalui pemasaran jasa terhadap *brand image* SMK Negeri 1 Lhokseumawe. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis survei deskriptif. Sampel penelitian terdiri dari 68 guru yang dipilih melalui teknik *convenience sampling*. Data dikumpulkan menggunakan angket dan dianalisis dengan metode *Structural Equation Modeling – Partial Least Square (SEM-PLS)*. Hasil penelitian menunjukkan bahwa secara langsung, kompetensi digital dan literasi digital melalui pemasaran jasa tidak berpengaruh signifikan terhadap *brand image*. Sebaliknya, minat dan bakat melalui pemasaran jasa serta pemasaran jasa secara langsung terbukti berpengaruh signifikan terhadap *brand image* SMK Negeri 1 Lhokseumawe. Pengembangan strategi pemasaran jasa dan penguatan minat serta bakat menjadi faktor utama dalam membangun citra positif sekolah. Meskipun kompetensi dan literasi digital belum berpengaruh signifikan secara langsung, pengembangannya tetap penting sebagai fondasi dalam mendukung efektivitas promosi digital ke depan. Implikasi penelitian bahwa pemasaran jasa memiliki peran penting dalam membangun *brand image* sekolah, sehingga perlu dioptimalkan sebagai strategi utama. Pengembangan minat dan bakat siswa yang dipublikasikan juga terbukti efektif memperkuat citra positif sekolah. Meskipun kompetensi dan literasi digital tidak berpengaruh signifikan, keduanya tetap relevan untuk dikembangkan guna menunjang promosi dan strategi branding di era digital.

Kata Kunci: *kompetensi digital, literasi digital, minat bakat, pemasaran jasa, brand image.*

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ABSTRACT

This study aims to analyze the influence of digital competence, digital literacy, and interest and talent through service marketing on the brand image of SMK Negeri 1 Lhokseumawe. The background of this study is based on the importance of school brand image in attracting students and the community, and how internal factors such as mastery of technology and development of student potential can influence it. This study uses a quantitative approach with a descriptive survey type. The research sample consisted of 68 teachers selected through convenience sampling techniques. Data were collected using a questionnaire and analyzed using the Structural Equation Modeling – Partial Least Square (SEM-PLS) method. The results of the study showed that directly, digital competence and digital literacy through service marketing did not have a significant effect on brand image. On the contrary, interest and talent through service marketing and direct service marketing were proven to have a significant effect on the brand image of SMK Negeri 1 Lhokseumawe. The conclusion of this study shows that the development of service marketing strategies and strengthening interests and talents are the main factors in building a positive school image. Although digital competence and literacy have not had a significant direct effect, their development remains important as a foundation in supporting the effectiveness of future digital promotions. The implications of this research indicate that service marketing plays a crucial role in building a school's brand image and should therefore be optimized as a primary strategy. Publicizing student interests and talents has also been shown to be effective in strengthening a school's positive image and should therefore be continuously supported. Meanwhile, although digital competence and literacy were not significantly impacted, both remain relevant for development to support promotions and branding strategies in the digital era.

***Keywords**: digital competence, digital literacy, talent interests, service marketing, brand image*

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