



An analysis of Kahoot use in Maximizing the Effectiveness of Digital Marketing Training

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ABSTRACT

The objective of this research is to assess the efficacy of integrating the Kahoot application into Digital Marketing training sessions. Acknowledging the escalating importance of digital skills in contemporary times, particularly in the realm of marketing, the study emphasizes the necessity for proficient training methods. Kahoot, recognized for its gamified learning approach, was investigated to ascertain its effectiveness in enhancing comprehension and participation during Digital Marketing training. Employing an experimental research design, the study engaged 54 participants in an offline training session. Data collection methods included pre-tests, post-tests, and questionnaires to gather insights into the impact of Kahoot on training outcomes. Data analysis using SPSS shows that Kahoot has a significant positive influence on training effectiveness. This was demonstrated through an increase in comprehension scores from the pre-test to the post-test. Data was collected using pre-test, post-test, and questionnaires, and analyzed with SPSS. Key findings include significant improvement in comprehension scores (average pre-test score of 57/100 to post-test score of 83/100), high validity (Pearson's correlation > 0.268 for all items) and reliability (Cronbach's Alpha > 0.95 for both variables), and strong correlation (Pearson Correlation of 0.953) between Kahoot use and training effectiveness. The regression analysis indicated a significant relationship, with a determination coefficient of 90.8%, suggesting Kahoot's substantial impact on training effectiveness. The results of this study confirm that the integration of Kahoot in Digital Marketing training can improve the quality of learning, enrich the learning experience, and strengthen the understanding of the material. These findings are consistent with adult learning theory and existing literature on the use of technology in education. Thus, this study recommends the application of interactive learning technologies such as Kahoot to increase the effectiveness of Digital Marketing training. This research makes a valuable contribution in the context of education and professional training, demonstrating the importance of adaptation to innovative learning methods in the digital age.

Keywords: Digital Skills, Digital Training, Kahoot, Educational Technology, Interactive Learning Tools

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