

Empowering self-potential management in the digitalization era through community engagement and education

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Received: Month, Date, Year (Required) Revised: Accepted:

Abstract

This community service program was designed to provide students and the general public with knowledge and awareness of self-potential management in the era of digitalization. Every human being possesses inner potential that can be developed optimally with proper guidance, training, and opportunities. In the digital era, where technological advancements influence almost every aspect of life—including communication, business, finance, and education—it is essential for individuals to recognize and manage their potential effectively. The method used in this program was a structured seminar involving material delivery, sharing sessions, Q&A, attendance recording, and a closing session. The seminar was held at STIE Pancasetia Banjarbaru. Results indicated a high level of enthusiasm from participants, who actively engaged in discussions and showed increased understanding of the importance of managing self-potential. They also became more familiar with practical strategies such as standard setting, self-monitoring, self-evaluation, and self-reinforcement. This activity concluded that digital competency must be aligned with personal growth efforts to foster resilience, creativity, and competitiveness in modern society.

Keywords: self-potential, self-management, digital era, personal development

DOI :
p-ISSN :
e-ISSN :

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1. Introduction

The ability to manage one's personal potential is a fundamental aspect of individual development that influences success in various areas of life. Personal potential refers to the set of abilities and talents that every individual possesses, which can be identified, developed, and utilized to achieve life goals (UMS, n.d.). These potentials are diverse, ranging from logical-mathematical, musical, linguistic, kinesthetic, to interpersonal and intrapersonal intelligence, each contributing uniquely to personal and professional success (Zwagery, n.d.). Proper management of these abilities allows individuals to improve their quality of life, strengthen their self-confidence, and navigate their personal and social environments more effectively (Kompasiana, n.d.).

In the digital era, the relevance of self-potential management has become increasingly vital. This era is marked by rapid advancements in technology that have revolutionized communication, financial transactions, education, and business practices (Accurate, n.d.). For instance, the emergence of smartphones,

e-commerce, fintech, and online business applications enables individuals and businesses to connect and operate more efficiently. However, the digital era also brings challenges such as intellectual laziness due to data overload, impulsive consumer behavior, and the potential for misinformation without adequate digital literacy (Accurate, n.d.). These circumstances demand a heightened awareness of one's capabilities and the strategic use of digital tools to support personal development and decision-making.

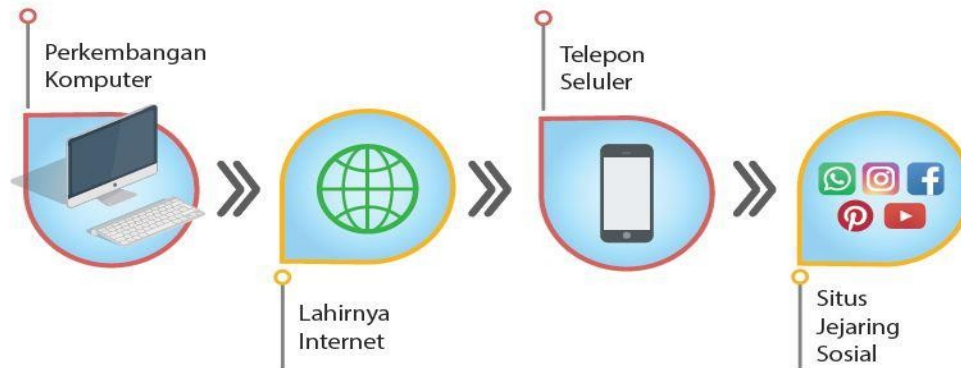


Figure 1. Development of the Digital Era

Therefore, integrating digital literacy into self-potential management becomes a necessity. Through awareness and empowerment programs, especially for the younger generation, individuals are expected to become more adaptive and proactive in facing the demands and risks of the digital world while still optimizing their unique talents and potentials.

2. Research Design and Method

This community service activity targeted undergraduate students and the general public as its primary audience. The method employed in the program was a socialization approach, aimed at raising awareness and enhancing knowledge regarding self-potential management in the digital era. The implementation involved a series of structured stages, beginning with an opening session to introduce the objectives and agenda of the event. This was followed by the delivery of educational material, interactive sharing sessions, and a question-and-answer segment to engage participants and encourage deeper understanding. To support documentation and participant tracking, an attendance list was provided. As part of community engagement, a door prize session was also conducted to increase participant enthusiasm. The event concluded with a closing session to summarize the key takeaways. The entire activity took place at STIE Pancasetia Campus, located on Jalan Trikora, Banjarbaru.

3. Results and Discussion

The implementation of the community service activity on self-potential management in the digital era received positive enthusiasm from participants, consisting of both students and members of the general public. The session began with the introduction of the concept of self-potential, defined as the internal capabilities and capacities within an individual that can be developed with adequate training and support systems. Participants were introduced to several indicators of self-awareness, such as the courage to initiate personal change, a strong sense of responsibility, openness to learning, the ability to accept criticism, and the habit of not blaming others when facing challenges.

Through interactive sessions, the audience explored practical ways to develop their potential, including interest and talent assessments, open discussions with peers or mentors, engaging in new experiences, building positive relationships, and embracing self-acceptance. These methods were especially relevant in today's digital era, where rapid technological advancement significantly affects

human interaction and self-development. The exposure to digital platforms offers both opportunities and distractions, making self-management an essential skill to navigate modern life effectively.

The discussion also covered the benefits of self-management, which include stress reduction, improved creativity, problem-solving skills, self-confidence, and enhanced learning ability. These advantages were emphasized as vital tools for personal and academic achievement. Furthermore, the session elaborated on strategies for self-management, such as setting personal goals, self-monitoring behavior, evaluating progress, and applying self-reinforcement through positive self-recognition. By integrating these strategies into daily practice, individuals are better equipped to harness their potential and adapt constructively within an increasingly digital society.



Figure 1. Group Photo with Participants



Figure 2. Implementation of Community Service Activities

4. Conclusions

The community service activity on self-potential management in the digital era concluded with highly positive engagement from participants. Their enthusiasm was evident throughout the seminar, especially during discussions and the Q&A session. As a result of this activity, participants gained a deeper understanding of the importance of managing their potential in the midst of rapid digital transformation. They also learned about various strategies for effective self-management, which they can apply in both personal and professional contexts. This awareness is expected to encourage participants to take proactive steps in improving themselves and maintaining control over their goals and behavior in a digitally-driven environment.

For future community service programs, it is recommended to organize similar seminars or workshops that support character development and the enhancement of scientific knowledge. Additionally, further involvement and collaboration with the Institute for Research and Community Service (LPPM) are encouraged to expand the reach and impact of such educational initiatives.

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