

TEACHING DIGITAL BUSINESS: INTEGRATING DIGITAL BUSINESS MATERIALS INTO ENGLISH LANGUAGE TEACHING (ELT)

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Abstract

This research describes the integration of digital business materials into English Language Teaching (ELT). This research is descriptive qualitative research. The analysis shows that English proficiency is fundamental for adapting and succeeding in digital business amid ongoing globalization and technological advancement. Integrating digital business contexts into English materials equips learners with technical terms and concepts essential for innovation and management in digital enterprises. Teaching English skills for digital business is crucial for preparing individuals to thrive in today's interconnected global business landscape. Teaching English for digital business requires an integrated approach focused on e-commerce, digital marketing, and fintech contexts. Proficiency in English facilitates effective communication via digital platforms like email, video conferencing, and social media, enabling seamless collaboration with international colleagues and clients. It also ensures direct access to essential information and documentation in English within a digital business, eliminating translation barriers and ensuring comprehensive understanding. Mastery of English in understanding technology concepts such as e-commerce and artificial intelligence empowers individuals to actively contribute to strategic decision-making. In digital marketing, English proficiency is vital for creating compelling content and optimizing strategies globally. Teaching materials for English language skills in digital business cover a broad spectrum of topics in reading, writing, listening, and speaking. These include analyzing case studies of digital transformations, reading industry whitepapers on blockchain and e-commerce trends, understanding regulatory documents, and analyzing big data for consumer insights. Writing tasks range from crafting technology project proposals to developing SEO-driven content strategies and drafting legal contracts. Listening activities involve industry podcasts, negotiation simulations, and webinars on technology innovations while speaking exercises include pitching ideas, cross-cultural communication, and presenting digital products. These materials not only enhance language proficiency but also cultivate analytical, communication, and strategic skills essential for navigating the complexities of the digital economy and seizing global business opportunities.

Keywords: Business, Digital, Digital business, English for Specific Purpose, English Language Teaching (ELT)

1. INTRODUCTION

In the ever-growing digital era, understanding online marketing techniques and using digital platforms has become very important (Indra et al., 2024). Online marketing techniques such as search engine optimization (SEO), social media marketing, paid advertising campaigns (pay-per-click), and content marketing have become very important to increase the visibility and attractiveness of a brand or product in a crowded digital market. The use of digital platforms

such as websites, mobile applications, and various other digital channels is also very necessary in building and expanding market share. The platform not only facilitates interaction with consumers directly but also provides valuable data for analysis and strategic decision-making. By understanding and mastering these techniques, companies can improve operational efficiency, optimize the user experience, and gain a competitive advantage in this increasingly connected and competitive marketplace.

Most business activities are now shifting from conventional-traditional methods to business by utilizing advances in technology and digital information which are increasingly easily accessed by anyone and anywhere (Agusfianto et al., 2023). The development of digital business is currently increasingly rapid (Riptiono, 2023). Along with the development of digital technology, it has had a big impact on industry, especially influencing economic activity (Indrasari et al., 2024). Digitalization plays a very important role in a business to increase sales of their products. In today's digital era, old systems and processes must be rethought, and new technologies must be implemented so that businesses remain competitive and grow (Astuti et al., 2023). High global competition places demands on business actors to continue to improve product innovation by utilizing existing technology to face this global challenge. High global competition places demands on business actors to continue to improve product innovation by utilizing existing technology to face this global challenge.

Digital business is a business activity that utilizes digital technology in whole or in part (Zebua et al., 2023). Products or services in digital business do not have to be digital products/services or anything related to technology. Every business with any product/service that utilizes digital technology in its marketing or sales is an example of a digital business in a scope that partially utilizes digital technology. Digital Business is a promotional activity brand or product using media electronic (digital). Some examples of marketing techniques which is included in digital marketing including SEO - Search Engine Optimization, Online advertising, Print media promotion, Television & radio advertising, Electronic billboards (video tron), Email marketing, and Mobile marketing (Siregar, 2023).

Digital business is a business startup to encourages new entrepreneurs, namely students who have excellent managerial knowledge and innovative products (Pratiwi et al., 2023). This digital business startup offers great opportunities for students to develop their creative ideas into successful businesses in the ever-growing digital era. By having good managerial knowledge, students can manage resources efficiently, design appropriate marketing strategies, and build a wide network to support the growth of their business. The ability to adapt to market and technological changes is also the key to success in running this digital business. In addition, innovative products are a key element that differentiates this digital business startup from its competitors. Students who can develop products or services that meet market needs in new and unique ways have a great opportunity to attract the interest of potential consumers and investors. Thus, digital business as a startup provides an ideal platform for students to apply their knowledge, develop managerial skills, and put their innovative ideas into action (Kusuma et al., 2021). This not only helps in building their entrepreneurial career but also contributes to the overall growth of the digital economy.

Digital Business or E-Business is a business activity that involves transactions, sales, and purchases carried out via electronic devices or the internet (Zahra et al., 2023). Thus, companies can interact directly with customers, suppliers, and business partners. In short, e-business uses Information and Communication Technology (ICT) to run and manage a business to make a

profit. Information and Communication Technology is used in Digital Business to improve company business performance, both profit-oriented and non-profit. E-business also functions as a promotional tool that allows consumers to buy company products. Therefore, e-business is very important for e-commerce, because it involves important parts of the company such as production, finance, marketing, and others. By using Information and Communication Technology, companies can run and manage their business efficiently to achieve the desired profits.

During the last decade, the business infrastructure has become digital with increased interconnections among products, processes, and services (Bharadwaj et al., 2013). With the increasing importance of e-commerce, digital marketing, and digital transformation in various economic sectors, English language proficiency has not only become a necessity but also a competitive advantage for individuals and companies. Adawiyah et al. (2023) focus on opportunities for students to utilize digital-based online businesses. Most students have online businesses to supplement their income in between college activities. By choosing suitable products, innovating the products sold, good promotions and good financial management, and also supported by mastery of today's technology, it can make it easier for students to do business and provide great opportunities for students to run an online business.

Currently, many campuses in Indonesia have started offering programs or majors related to digital business to accommodate the ongoing digital transformation trend. These majors often include a combination of conventional business knowledge with digital-specific elements such as e-commerce, digital marketing, data analysis, and information technology management. The offering of these programs reflects a response to market demand for a workforce skilled in managing businesses digitally, leveraging technology to increase operational efficiency, and taking advantage of new opportunities offered by digitalization. Campuses that offer digital business majors often strive to develop curricula that are relevant to industry needs and provide practical learning experiences through collaboration with industry and technology-based projects. Adoption of these majors also allows students to gain an in-depth understanding of digital business strategy, digital market analysis, and digital product development, as well as specific skills such as e-commerce platform management, SEO (Search Engine Optimization), and digital campaign management. Overall, the presence of digital business majors on many campuses in Indonesia reflects the transformation of higher education to produce graduates who are ready to contribute to facing the challenges and opportunities in a digital economy that continues to grow rapidly.

The term "English for Digital Business" is considered part of English for Specific Purposes (ESP). ESP is a specialized branch of English language teaching that focuses on developing English skills and knowledge specific to particular fields or professions. In this case, English for Digital Business focuses on the language and communication needs within the digital business environment, tailoring language instruction to meet the specific demands of professionals working in areas such as digital marketing, e-commerce, online communication, and digital entrepreneurship. "English for Digital Business" refers to the specialized use of the English language in the context of digital technologies, online commerce, and the digital economy. It encompasses the language skills and knowledge needed to communicate effectively in various digital business settings, such as e-commerce platforms, digital marketing, social media management, and online customer service. This includes understanding digital business

terminology, writing professional emails, creating digital content, and engaging with international audiences in a globalized digital marketplace.

In digital business, the use of foreign terms, especially in English, is common and very important. English is widely used because of its ability to facilitate communication across national borders more efficiently and effectively. These terms not only support universality in global business interactions but also refer to technical and innovative concepts that often have no direct equivalent in Indonesian. The use of English in digital business contexts also reflects the adoption of rapid industry trends and developments, making it a consistent and standard language in professional communication. However, it is important to strike a balance between the use of these unfamiliar terms and the ability to explain them to those who may not be familiar with English, so that communications remain clear and inclusive in an increasingly global and diverse business environment.

English for Digital Business highlights the importance of English language proficiency in the context of increasingly global and digitally connected digital businesses. In today's digital era, many companies face demands to operate internationally and communicate with a variety of global stakeholders. English is becoming the primary language used in communication across national borders, business transactions, digital marketing, customer service, and business collaboration. In addition, “English for Digital Business” also involves exploring how education and training can be adapted to develop English language proficiency that suits the specific needs of digital business. This includes the development of relevant curricula, the use of technology in language learning, as well as teaching strategies that support the development of English language skills for digital business purposes. By deepening understanding of the relationship between English language proficiency and success in digital business, this research is expected to make a significant contribution to optimizing global communications strategies, improving operational efficiency, and expanding business opportunities in the ever-evolving digital era.

Based on the explanation above, teaching English for digital business is very important. English is becoming the dominant language in global business communications, especially in digital contexts where interactions across countries and cultures are common. English language proficiency allows individuals to actively participate in global markets, access the latest technology information, and collaborate with professionals from various parts of the world. English language instruction tailored to the needs of digital businesses helps prepare individuals with the skills necessary to manage and understand concepts such as e-commerce, digital marketing, data analysis, and information technology. This not only expands career opportunities in digital business-related fields, but also increases efficiency in communications, be it in global marketing, online customer service, or collaboration across teams and companies. Thus, teaching English for digital business is not only relevant but also a strategic investment in preparing future generations for success in an ever-evolving and globally connected digital economy.

2. METHOD

Descriptive qualitative research aims to provide a detailed understanding and description of a phenomenon or topic, in this case, the integration of digital business materials into English Language Teaching (ELT). In this research design, qualitative methods such as interviews, observations, or document analysis may be used to gather rich, contextual data about how digital business concepts are incorporated into ELT practices. Researchers would focus on exploring the processes, experiences, and perceptions of teachers and students involved in this integration. The

goal is not to quantify data or establish cause-and-effect relationships but rather to uncover insights into how digital business materials are implemented, and perceived, and their impact within the ELT framework. This approach allows for a nuanced exploration of the dynamics involved, offering valuable insights that can inform effective educational practices in digitally-oriented language learning contexts.

. The primary method of collecting data for this research is through documentary analysis and observation. This involves gathering relevant documents such as academic journals, books, conference proceedings, reports, and online resources that discuss ELT strategies and materials designed to teach and enhance reading, writing, listening, and speaking skills in digital business environments. These documents provide foundational knowledge and practical insights into effective language teaching practices for each skill area.

The data collected through observation of documentary analysis will be analyzed using thematic analysis. The thematic analysis involves identifying patterns, themes, and key concepts within the literature related to ELT for digital business, focusing specifically on reading, writing, listening, and speaking skills. By systematically organizing and interpreting the data, this method allows for a structured synthesis of findings that highlight effective teaching approaches, challenges, and recommendations for integrating language skills in digital business education. Researchers systematically review and analyze the literature related to ELT for digital business, focusing specifically on the four language skills: reading, writing, listening, and speaking. They identify recurring patterns, common themes, and key concepts that emerge from the texts they have collected through documentary analysis. These patterns may include effective teaching strategies, challenges faced in integrating language skills, and recommendations for enhancing language learning in digital business contexts.

3. FINDINGS AND DISCUSSION

Findings

A. Importance of English for Digital Business

English has a crucial role in the digital business world as it enables individuals to communicate effectively in an increasingly connected global environment. English language skills are very important in the digital business context for several main reasons. First, English facilitates effective communication between professionals and international colleagues, clients, and partners via digital platforms such as email, video conferencing, and social media. This supports productive collaboration and efficient problem-solving on a global scale. Second, English provides direct access to information, guidance, and documentation that is predominantly available in this language in the digital business sphere. This removes barriers caused by translation and ensures comprehensive understanding and proper application of these crucial resources. Third, in digital business, understanding technology and innovation is often related to the use of English. Terms such as e-commerce, data analytics, artificial intelligence, and cloud technology are widely used in this context. Proficiency in English allows individuals to be actively involved in strategic decision-making regarding technology and business. Furthermore, in digital marketing, English is necessary to create engaging and persuasive content that can reach a global audience. This is important for increasing brand visibility and optimizing digital marketing strategies effectively. Lastly, mastering English for digital business also helps in developing soft skills such as presentation, negotiation, and time management. These skills are essential in building and

maintaining a successful business in today's competitive and globally connected environment. Overall, mastery of English in a digital business context not only enhances an individual's technical capabilities but also helps them to adapt and thrive in the increasingly connected global job market of this digital era.

English proficiency is integral to success in digital business for several compelling reasons. English as the predominant language of international communication, English facilitates seamless interaction across global borders, enabling businesses to engage effectively with diverse audiences and stakeholders. In the digital realm, where information is abundant and accessible, proficiency in English is crucial for accessing and leveraging valuable resources, conducting market research, and staying abreast of industry trends. Moreover, English proficiency supports collaboration and partnerships in digital business, facilitating clear communication, negotiation, and teamwork across different cultures and countries.

In digital marketing and content creation, proficiency in English is essential for crafting compelling messages and content that resonate with a global audience. Whether through social media campaigns, digital advertisements, or website content, effective communication in English enhances engagement and customer outreach. Additionally, in the realm of customer support and service, where interactions often occur online through email, chat, or social media platforms, proficiency in English ensures efficient and customer-friendly communication. Furthermore, English proficiency enhances opportunities for professional networking and career advancement in digital business. It enables professionals to participate confidently in international conferences, webinars, and industry events, fostering connections and knowledge sharing with peers and experts worldwide. Ultimately, in the competitive landscape of digital business, English proficiency not only expands career prospects but also empowers individuals to navigate and thrive in a globalized digital economy where language proficiency is a key asset for growth and success.

B. Teaching English Skills for Digital Business

Teaching English for digital business is very important because English is the main language in global communication in today's digital era. With good English language skills, individuals can access and utilize the latest information and technology available in English. It helps them to engage in global e-commerce, manage effective digital marketing campaigns, and build cross-border business relationships with international customers and partners. Additionally, English language instruction focused on digital business contexts prepares individuals with the skills necessary to operate in an increasingly connected and global business environment. This includes an understanding of technical terms in English that are widely used in the industry such as cloud computing, big data, and machine learning, which are important foundations in managing modern digital businesses. Thus, English language teaching integrated with a digital business context not only helps expand individual career opportunities in a rapidly developing digital economy but also supports the progress of organizations and the business ecosystem as a whole. This confirms that English language proficiency is not only a personal asset, but also a key element in adaptation and success in digital business in the current era of globalization.

Teaching English language skills focused on digital business is crucial in preparing individuals for success in an increasingly digitally connected global business environment

(Fitria, 2019). Teaching English skills for digital business is crucial for several reasons. Firstly, proficiency in English facilitates effective communication across various digital platforms like email, video conferencing, and social media, enabling seamless collaboration and problem-solving on a global scale with colleagues, clients, and international partners. Secondly, it grants direct access to a wealth of information, guidance, and documentation available predominantly in English within the digital business realm, eliminating barriers posed by translation and ensuring comprehensive understanding and application of critical resources. Thirdly, English proficiency enhances comprehension of key technology and innovation concepts integral to digital business, including e-commerce, data analysis, artificial intelligence, and cloud technology, empowering individuals to actively contribute to strategic decisions in these domains. Moreover, in digital marketing, strong English skills are essential for crafting compelling content that resonates with a global audience, thereby boosting brand visibility and optimizing marketing strategies. Lastly, teaching English in the context of digital business also nurtures essential soft skills such as presentation, negotiation, and time management, which are pivotal for fostering robust and sustainable business practices. In essence, mastering English for digital business not only enhances technical proficiency but also cultivates a well-rounded skill set crucial for thriving in today's interconnected business landscape. Thus, teaching English language skills that are integrated with a digital business context is not only about learning grammar and vocabulary but also about preparing individuals to face challenges and take advantage of opportunities in a digital economy that continues to develop rapidly.

Teaching English skills for digital business which include reading, writing, listening, and speaking is crucial in preparing individuals to succeed in a business environment that is increasingly connected globally and digitally. Teaching English language skills that include reading, writing, listening, and speaking for digital business not only improves individuals' ability to communicate and work effectively in a diverse global environment but also opens up opportunities to take leadership roles and contribute to innovative business strategies and sustainable. The following is the importance of each of these skills in the context of digital business:

1. Reading

The ability to read English well gives individuals broad access to various documents, reports, and online resources that are important in the context of digital business. This includes thoroughly understanding business contracts, legal documents, and product manuals that are generally available in English. Additionally, reading texts in English allows individuals to conduct in-depth market analysis, research competitors, and understand relevant industry trends. These skills are critical in helping companies make informed strategic decisions based on a comprehensive understanding of current market conditions and the digital business environment.

Table 1. Teaching Reading in Digital Business

Purpose	Example
Enable individuals to understand business texts, contract documents, market reports, and other strategic information available in English.	Students or digital business professionals can be taught to read and analyze case studies about successful digital marketing strategies, read research reports on global consumer trends, or

	study cooperation agreement documents in an international business context.
Improve the individual's ability to understand and analyze strategic documents such as global financial reports, international market analysis, and the latest research publications in English.	Students or professionals can learn to read and interpret academic articles about the latest technology trends in global e-commerce or analyze industry reports about the adoption of artificial intelligence in the digital business sector.

2. Writing

The ability to write in English is a vital skill in the digital business context. It enables individuals to compose various forms of business communications such as business emails, project proposals, reports, and other digital content that is essential in the management and promotion of business globally. Writing content for websites, social media, and digital marketing campaigns is also integral to effectively reaching a global audience. Additionally, writing well enables individuals to convey ideas, strategies, and messages with precision and the power of persuasion to business colleagues and clients in various parts of the world. These skills not only enhance an individual's ability to communicate effectively but also support in building a strong brand image and winning trust in a competitive and dynamic business environment.

Table 2. Teaching Writing in Digital Business

Purpose	Example
Develop the ability to write clear and persuasive business emails, project proposals, social media content, and reports in English.	Students may be taught to write professional emails to international clients, design social media campaigns for digital products, or draft project proposals for e-commerce application development.
Develop individual skills in writing complex business proposals, in-depth analytical reports, and strategic content for digital marketing campaigns	Students can be taught to write a comprehensive business plan for a technology startup, put together a user guide for an e-commerce platform, or write blog content that educates about best practices in data management in the digital era.

3. Listening

The ability to listen in English has a crucial role in the digital business context. Interpersonally, these skills enable individuals to establish effective relationships with colleagues, clients, and international partners through various mediums such as telephone calls, video conferences, or online meetings. Understanding instructions, responding appropriately to feedback, and accurately recognizing customer needs are more possible with good listening skills. Additionally, good listening also helps individuals pick up on nuances, important details, and critical information in business conversations that can have a major impact on a company's decision-making and business strategy. Thus, English listening proficiency not only facilitates effective communication but also supports informational and strategic decision-making processes in a dynamic business environment.

Table 3. Teaching Listening in Digital Business

Purpose	Example
Enable individuals to understand instructions, feedback, and needs from colleagues, clients, and international partners in business conversations.	Course participants can practice listening skills through simulated conference calls with global teams to design marketing strategies, or listen to presentations from industry leaders about the latest innovations in digital technology.
Help individuals identify intonation and nuances in business conversations, as well as understand the cultural context that may influence global business decisions.	Course participants can practice listening skills through cross-cultural negotiation simulations with international partners, or deepen their understanding of differences in business practices between Western and Asian markets.

4. Speaking

The ability to speak English plays a central role in an individual's success in digital business. In the context of presentations and negotiations, these skills are needed to give persuasive presentations, participate in strategic meetings, and carry out negotiation processes with related parties. Clarity and confidence in speaking not only improve communication effectiveness, but also enable individuals to build solid business relationships with clients, partners, and cross-cultural teams. By speaking clearly and confidently, individuals can convey ideas, overcome cultural differences, and facilitate productive collaboration in a competitive and dynamic global business environment. Therefore, developing English speaking skills is a critical aspect of an individual's preparation to take on a leadership role and achieve success in modern digital business.

Table 4. Teaching Speaking in Digital Business

Purpose	Example
Develop the ability to speak, confidently, and persuasively in presentations, negotiations, and business discussions in English.	Students or professionals can practice presenting their digital business plan to a board of directors, participate in contract negotiations with international companies, or communicate with customers in online customer service.
Improve an individual's ability to communicate, adaptively, and persuasively in a variety of digital business contexts, from executive presentations to daily interactions with cross-cultural teams.	Students or professionals can practice presenting innovative ideas in strategic meetings with stakeholders, or run training sessions for international teams on best practices in technology project management.

Besides, teaching English vocabulary for digital business to students can be done with a practical and structured approach, integrating the digital business context into the learning process. Teaching English vocabulary for digital business to students can be effectively structured and practical, integrating the nuances of digital business into the learning process. Several methods are particularly impactful in this regard. Firstly, educators can curate

learning materials that specifically pertain to digital business domains like e-commerce, digital marketing, fintech, and IT, ensuring that the vocabulary taught is directly relevant to these industries. Secondly, incorporating simulations and case studies allows students to apply newly acquired vocabulary in authentic business scenarios, such as crafting a digital marketing campaign or analyzing a business contract. Group discussions and role-playing further enhance comprehension by encouraging students to engage as marketing managers, data analysts, or customer service specialists, thereby refining their communication skills within a digital business context.

Moreover, leveraging digital resources such as videos, tutorials, and e-learning platforms enriches the learning experience, enabling students to study independently and deepen their understanding of industry-specific vocabulary. Collaborative projects, where students develop and execute digital business strategies using English vocabulary, provide practical application opportunities. These projects could involve creating business plans, designing digital marketing campaigns, or conducting data analyses for business solutions. Finally, structured feedback and evaluation mechanisms are essential for assessing students' proficiency in using English vocabulary for digital business, fostering continuous improvement, and pinpointing areas for further development. By embracing a pedagogical approach that emphasizes practical application within digital business contexts, teaching English vocabulary not only enhances students' ability to communicate effectively but also equips them with essential skills for navigating the intricacies of today's globally interconnected digital workplaces.

Teaching English vocabulary tailored for digital business is crucial as it equips students with essential skills to communicate effectively in the increasingly interconnected global business landscape. Key aspects include introducing industry-specific terminology used in digital sectors like e-commerce, digital marketing, fintech, and IT. This encompasses technical jargon such as SEO, PPC, CRM, and others, enabling students to grasp specialized concepts crucial for their roles in digital enterprises. Additionally, understanding legal and contractual vocabulary is imperative for interpreting and drafting documents such as cooperation agreements, terms of service, and privacy policies in digital contexts. Familiarity with digital marketing terminology such as inbound marketing, content marketing, lead generation, and social media engagement empowers students to strategize and execute effective marketing campaigns. Moreover, proficiency in vocabulary related to data analysis, including terms like data analytics, KPIs, and trend analysis, prepares students to interpret and leverage data for informed decision-making in digital business settings. Furthermore, mastering vocabulary associated with digital customer interaction and service, such as customer support, user experience (UX), and customer retention strategies, enables students to engage effectively with customers across digital platforms. By focusing on these critical areas, teaching English vocabulary for digital business not only enhances students' communication abilities but also prepares them to thrive in the competitive global job market of today's digital era. This approach ensures that students are well-prepared to navigate and contribute to digital enterprises by understanding and using the specialized language integral to modern business operations.

C. Teaching Materials of English for Digital Business

English language skills teaching materials for digital business cover various topics relevant to every aspect of reading, writing, listening, and speaking. Here are some examples of materials that can be included in each area:

Table 5. Teaching Materials of English for Digital Business

No	Skill	Purposes	Materials
1.	Reading	Company Case Analysis	Case studies of the digital transformation of leading companies such as Amazon, Google, or Alibaba.
		Industry Whitepapers	Read and analyze whitepapers about the latest trends in blockchain technology, cyber security, or global e-commerce.
		Regulation and Compliance	Understand regulatory and compliance documents such as GDPR (General Data Protection Regulation) and their impact on digital businesses.
		Data Analysis	Understand and analyze big data to identify relevant patterns and trends in online consumer behavior.
		Startup Case Studies	Read case studies about successful technology startups that leveraged innovative digital marketing strategies.
		E-books and E-journals	Access and understand content from e-books and digital journals related to information technology and digital business.
2.	Writing	Business Proposals	Write proposals for innovative projects in mobile application development or AI solutions to improve operational efficiency.
		Content Creation	Developing content strategies for blogs or social media targeting global markets with an emphasis on SEO (Search Engine Optimization) and content marketing.
		Report Writing	Write in-depth research reports on the adoption of new technologies in regional or global markets.
		SEO Strategy	Writing web content that is search engine optimized (SEO) to increase website visibility and visitors.
		Drafting Contracts	Drafting collaboration contracts and licensing agreements that consider legal and business aspects in a global context.
		Technical Writing	Write technical documentation for digital products such as user guides and technical specifications.
3.	Listening	Industry Podcast	Listen to podcasts about the latest innovations in technology and digital business, such as podcasts from CEOs of leading technology companies.
		Negotiation Simulation	Participate in a negotiation simulation with different roles to understand strategies and tactics in international business negotiations.

		Focus Group Discussions	Listen to conversations in focus groups to understand customer preferences and expectations regarding digital products or services.
		Webinars and Online Seminars	Listen to webinars and online seminars on technological innovation, digital marketing strategies, and digital transformation of industries.
		Interview Analysis	Listen to and analyze interviews with industry leaders about their views on the future of technology and digital business.
		Entrepreneurship Podcast	Listen to podcasts featuring success stories of entrepreneurs in technology and e-commerce.
4.	Speaking	Pitching Ideas	Prepare and deliver a pitch for a technology startup idea before global investors.
		Cross-Cultural Communication	Practice communicating effectively with cross-cultural teams in product development or global marketing campaigns.
		Networking Events:	Speak with industry professionals at networking events to build business relationships and seek strategic partnership opportunities.
		Presentation Simulation	Conduct a presentation simulation to introduce a new digital product or service to the board of directors or potential investors.
		Debating Technology Issues	Participate in debates on technology issues such as data privacy, cyber security, and technology sustainability.
		Role-Playing Negotiations	Practice negotiating roles in a global business environment to understand how to communicate and negotiate with various cultures.

Each of these materials is designed to strengthen individuals' English skills in a digital business context, preparing them to communicate effectively in an increasingly connected and complex global environment. This material not only focuses on developing language skills but also considers the unique challenges and opportunities in today's digital industry. These additional materials are designed to complement the learning of English language skills in a digital business context with a focus on preparing individuals to face the challenges and opportunities in a global and technology-driven business environment. By leveraging these resources and best practices, individuals can comprehensively develop their skills for a successful career in digital business.

These additional materials are designed to complement the learning of English language skills in a digital business context with a focus on supporting the development of the analytical, communication, and strategy skills necessary to succeed in the ever-evolving digital economy. By utilizing these materials, individuals can expand their knowledge and skills to face challenges and exploit opportunities in global digital business.

D. Importance of English for Digital Business for Students

Teaching and mastering English skills for digital business is paramount for students due to several compelling reasons. Firstly, proficiency in English grants access to a wealth of global information encompassing business literature, research, and documentation. This enables students to stay abreast of the latest technological advancements, market trends, and best practices with global relevance. Secondly, effective communication in English empowers students to engage proficiently with professionals, clients, and colleagues from diverse countries, facilitating successful collaborations in international projects and expanding their professional networks significantly. Moreover, mastering English prepares students for global career opportunities in digital businesses that operate across interconnected markets. They gain a competitive edge in sectors such as technology and e-commerce, where international proficiency is increasingly valued. Additionally, English proficiency enhances students' ability to adapt swiftly to technological innovations, enabling them to capitalize on opportunities in the dynamic digital economy. Furthermore, English proficiency fosters analytical and research skills necessary for conducting thorough market analysis, competitor research, and evaluating global business policies. This deepens their understanding of industry dynamics and supports informed decision-making processes. Additionally, strong English skills enhance competitiveness in the job market, particularly in roles requiring digital and technological expertise.

Students proficient in English can actively participate in cross-border collaborative projects, contributing to the development of innovative technology solutions in digital business settings. They also gain insight into global business culture and ethics, which is crucial for building strong international relationships and enhancing a company's reputation in the global marketplace. Moreover, English proficiency is indispensable in addressing global marketing challenges, as it facilitates the design and implementation of effective strategies to reach diverse audiences worldwide. In the realm of big data, English proficiency allows students to manage, analyze, and effectively communicate data-driven insights, supporting organizations in making informed decisions. Furthermore, learning English for digital business enhances students' soft skills such as presentation, negotiation, and leadership, which are vital for professional growth. Through simulations and case studies, students can practice applying these skills in simulated business environments.

Ultimately, proficiency in English for digital business opens doors to international career opportunities in roles such as product management, business development, and global market analysis. In conclusion, teaching and mastering English language skills for digital business not only enhances students' academic rigor but also equips them to navigate challenges and capitalize on opportunities in an increasingly interconnected and digital global economy. This preparation ensures they are well-positioned for success in professional careers amidst ongoing globalization and technological advancement.

4. CONCLUSION AND SUGGESTION

Conclusion

Understanding technological innovations such as e-commerce, data analytics, and artificial intelligence is also heavily reliant on English proficiency, empowering individuals to participate actively in strategic decision-making within digital enterprises. In digital marketing, English

proficiency is essential for crafting compelling content that resonates with a diverse global audience, thereby boosting brand visibility and optimizing marketing strategies effectively. Furthermore, mastering English in digital business fosters the development of soft skills like presentation and negotiation, essential for navigating the competitive and interconnected global business environment. English proficiency plays a critical role in digital business by facilitating effective communication and access to essential resources across global platforms. In digital contexts, English enables seamless interaction among professionals and stakeholders through mediums like email, video conferencing, and social media, enhancing collaboration and problem-solving on a global scale. Moreover, proficiency in English grants direct access to abundant information and documentation crucial to digital business operations, eliminating translation barriers and ensuring comprehensive utilization of resources.

Teaching English skills for digital business is essential for preparing individuals to succeed in today's globally connected business environment. Proficiency in English facilitates effective communication across digital platforms like email, video conferencing, and social media, enabling seamless collaboration with international colleagues and clients. It also grants direct access to crucial information and documentation predominantly available in English within the digital business, eliminating translation barriers and ensuring comprehensive understanding. Understanding technology and innovation concepts in English such as e-commerce and artificial intelligence allows individuals to contribute actively to strategic decisions. In digital marketing, English proficiency is vital for crafting persuasive content and optimizing strategies on a global scale. Teaching English vocabulary tailored for digital business involves practical methods like simulations, case studies, and digital resources, enabling students to apply industry-specific terms effectively in contexts like e-commerce and digital marketing. Mastering this vocabulary not only enhances communication skills but also prepares students for success in the dynamic and competitive digital economy.

The teaching materials for English language skills in digital business encompass a wide range of topics across reading, writing, listening, and speaking, tailored to prepare individuals for success in a globalized and technologically-driven business environment. Examples include analyzing case studies of digital transformations in companies like Amazon or Google, reading industry whitepapers on blockchain and e-commerce trends, understanding regulatory documents, and analyzing big data for consumer behavior insights. Writing materials involve crafting business proposals for technology projects, developing SEO-driven content strategies, writing research reports, drafting legal contracts, and preparing technical documentation. Listening activities include industry podcasts, negotiation simulations, focus group discussions, webinars on technology innovations, and interviews with industry leaders. Speaking exercises cover pitching startup ideas, cross-cultural communication in global teams, networking at industry events, presenting digital products, debating technology issues, and role-playing negotiations. These materials not only enhance language proficiency but also foster analytical, communication, and strategic skills crucial for navigating the complexities of the digital economy and seizing global business opportunities.

Mastering English skills for digital business is crucial for students due to several compelling reasons. Firstly, it grants access to global information, ensuring students stay updated on technological advancements and market trends. Secondly, proficiency in English facilitates effective communication with professionals worldwide, enhancing collaboration and expanding professional networks. Thirdly, it prepares students for global careers in sectors like technology

and e-commerce, where international proficiency is highly valued. Moreover, English proficiency enables swift adaptation to technological innovations and enhances analytical skills for informed decision-making. It also boosts competitiveness in digital job markets and fosters soft skills crucial for professional growth. Ultimately, proficiency in English equips students to navigate global business challenges, capitalize on opportunities, and excel in the interconnected digital economy, ensuring readiness for successful careers amidst globalization and technological advancement.

Suggestion

Teaching English for digital business requires an integrated and relevant approach to prepare students to face the challenges and opportunities in today's digital era. Learning materials must include digital business contexts such as e-commerce, digital marketing, and financial technology so that students can understand and apply vocabulary and actual business situations. It is important to select relevant and up-to-date material, such as case studies of leading digital companies and industry reports on the latest technological innovations, to allow students to practice in real contexts. Active collaboration in the form of group discussions, simulations, and case studies deepens students' understanding and develops cooperation and problem-solving skills. The use of digital resources such as instructional videos and e-learning platforms also supports in-depth self-directed learning. The importance of providing structured feedback to improve students' English communication skills, as well as opportunities to develop soft skills such as presentation and negotiation, should also be emphasized. By paying attention to the cultural and ethical aspects of global business, this teaching not only prepares students to communicate effectively in a digital business context but also to build solid relationships and a good reputation in an increasingly connected global marketplace.

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