



## Digital Marketing Socialization and Training for Business Development in Youth Organizations and Farmer Group of Sementara Village, North Sumatera, Indonesia: Program of PM-BEM 2025

Rina Mirza <sup>1</sup>, Dede Ansyari Guci <sup>2\*</sup>, Laura Juita Pinem <sup>3</sup>, Andry Admaja Tarigan <sup>4</sup>, Sabrini Mentari Rezeki <sup>5</sup>

<sup>1</sup> PUI Digital Business and SMEs, Universitas Prima Indonesia

<sup>1</sup> Department of Management, Faculty of Economy, University Prima Indonesia

<sup>2,5</sup> Department of Psychology, Faculty of Psychology, University Prima Indonesia

<sup>3</sup> Department of Agribusiness, Faculty of Agrotechnology, University Prima Indonesia

<sup>4</sup> Department of Agrotechnology, Faculty of Agrotechnology, University Prima Indonesia

\* Corresponding Author: **Dede Ansyari Guci**

### Article Info

**ISSN (Online):** 2582-7138

**Impact Factor (RSIF):** 7.98

**Volume:** 06

**Issue:** 06

**November - December 2025**

**Received:** 15-09-2025

**Accepted:** 18-10-2025

**Published:** 12-11-2025

**Page No:** 254-259

### Abstract

Currently, the development of social media and marketplaces as part of information technology contributes to business activities. This development has also changed the pattern and map of market competition to become much more competitive. Therefore, mastery of the use of social media and marketplaces is important and strategic that every business actor must have. However, this is in contrast to business people who are still pioneering or have just started their business, such as the youth at Karang Taruna and Farmer Group Sementara Village, Pantai Cermin District. With minimal knowledge and insight about social media and marketplaces it can hinder them from developing their start-up businesses. Therefore, this community service activity aims to increase the insight and knowledge of the Karang Taruna and Farmer Group Sementara Village Pantai Cermin District in the use of social media and marketplaces to develop business. The methods used in the implementation of community service activities include training and mentoring related to increasing knowledge and insight. Knowledge and insight referred to in this activity is the use of information technology. This information technology can be used to develop a wider marketing reach. This activity has been going well and has an important contribution in improving the quality of the Sementara Village Pantai Cermin District Youth Organization and Farmer Group which has been able to apply social media and marketplaces as part of the digital marketing tool. The use of this media can also encourage increased sales due to the development of exposure of the products being sold.

**Keywords:** Adaptive Learning, Inclusive Education, Literacy and Numeracy, Teaching Assistant

### 1. Introduction

Social media has transformed into the most popular communication channel today. Social media is used not only for messaging but also for networking. Current social networks include blogs, discussion forums, virtual worlds, and audiovisual platforms. Furthermore, social media is used as a platform for self-expression, self-image development, self-actualization, and self-existence. This is possible because social media allows users to easily participate actively.

The advantages of social media-based information technology (medsos) are increasingly strengthening businesses' position in winning the competition in the Industry 4.0 era. Mastering the use of social media and marketplaces as digital marketing tools can increase sales (Pradiani, 2017) <sup>[19]</sup>. In a business context, information is positioned as crucial and strategic. This is related to the speed of product information dissemination to customers. This speed has transformed almost all business structures. One means of conveying this information is the use of social media as a form of digital marketing.

Conventional customer-to-customer (C2C) businesses require physical meetings and contact. However, in online (digital)-based businesses, these meetings take place in cyberspace. Therefore, this inefficient conventional business model is undergoing changes as a form of adaptation to current developments in information media (Asri & Megawati, 2018)<sup>[3]</sup>.

The use of social media as a digital communication medium has become commonplace in Indonesia. This is especially true considering that Indonesia is the fourth-largest user of social media after India, the USA, and Brazil (Santoso 2019). Social media is no longer used solely as a communication or interaction tool. Social media has transformed into a digital marketing and digital selling tool. The use of social media as a sales promotion tool has been shown to increase sales (Puspitarini & Nuraeni, 2019)<sup>[20]</sup> and brand awareness (Akbar 2018; Barri & Saerang 2017; Tarigan & Tritama 2016)<sup>[1, 4]</sup>.

Besides social media, marketplaces have become the most efficient and effective sales platform in the digital era. Research conducted by Susanto *et al.* (2020) revealed that Facebook (FB) has been proven to increase online sales by increasing promotional activities using digital marketing. This is an excess of internet use as a medium for exchanging information, product catalogs, promotional media, product descriptions, and so on (Yuliana 2000). Meanwhile, another advantage of social media is minimizing human boundaries in social interaction (Fianto 2020b, 2020a; Ikawira & Fianto 2014; Jafar *et al.* 2014; Lauwrentius 2015; Pinasti *et al.* 2015; Santoso & Fianto 2020)<sup>[7, 8, 13, 15, 16, 18, 24]</sup>. Social media users can communicate from anywhere and at any time. This advantage should be utilized to expand business networks, trade, and increase friendships. This can also be used as a promotional medium for products from micro and medium business units.

A group of young people from the Sementara Village, Pantai Cermin District Youth Organization (Karang Taruna) and Farmer Group the village organizations running a micro-business. The business, pioneered by the Karang Taruna group, specializes in Vegetables, Organic Fertilizer both Solid and Liquid. This small business has partners in retail and outlet distribution. For retail, the business has partnered with a local market. For outlets, the business has partnered

with several Deli Serdang culinary centers.

The problem faced by the Karang Taruna and Farmer Group Sementara Village is that they don't fully understand who is involved or connected to their business. This results in ineffective operational activities. Furthermore, the existence of this small business's products is not widely known by the public. Second, the Karang Taruna's marketing is still limited to offline word of mouth. Furthermore, they only focus on exhibitions held during special events.

Another problem faced by this Karang Taruna business group and Farmer Group Cempakata II is its homogenous educational background, with many not having a background in information technology. This has resulted in a very limited level of knowledge and insight into information technology. Consequently, Karang Taruna and Farmer Group is unable to leverage the advantages of information technology to support its business. Furthermore, the availability of online infrastructure for conducting business online, such as social networking sites, marketplaces, and video channels, is virtually non-existent.

Due to these issues, the Sementara Village youth organization and Farmer Group Cempakata II has not been able to develop its business using digital media. However, the use of social media and digital marketing can increase sales of home industry products (Guci *et al.*, 2021a; Guci *et al.*, 2024b; Guci *et al.*, 2025c)<sup>[9-11]</sup>. Besides increasing sales, the use of social media-based e-marketing can also increase product competitiveness (Intan *et al.*, 2019)<sup>[14]</sup>. Meanwhile, the use of marketplaces as a sales tool is an effort to increase marketing and sales (Susanto *et al.* 2020).

## 2. Method

The methods used in this activity are training and mentoring related to increasing knowledge and insight. The knowledge and insight referred to in this activity are the utilization of information technology. This information technology can be used to expand marketing reach. Furthermore, this activity also provides online training on the use of social media (FB and IG) and then integrating them with marketplaces (Shopee and Tokopedia). The achievement indicators for this activity are varied. The following is a table of activity achievement indicators.

**Table 1:** Activity methods and achievement indicators

No.	Activity	Indicators
1	Creating social media and marketplace accounts	Social media and marketplaces are available, including Facebook, Instagram, Shopee, and Tokopedia accounts.
2	Basic training in internet use	Partners understand and apply the results of internet usage training
3	Training on using social media corporate pages	Partners understand and implement the training results on the use of social media corporate pages.
4	Meedos and marketplace content upload design training	Partners have content design capabilities

## 3. Results and Discussion

In an increasingly competitive business world, MSMEs are required to have a deep understanding of their markets and consumers. Surveys are a frequently used research method to achieve this goal. This method provides valuable insights for MSME researchers in developing effective marketing strategies.

A survey is a data collection method that involves asking a group of people questions to obtain information about their opinions, preferences, behaviors, or characteristics. Surveys

are commonly used in various fields such as research, business, education, and government to understand a phenomenon or map public views.

Surveys are a research technique for obtaining and collecting information (Pekanbaru *et al.*, 2024). Digital marketing is increasingly important for MSMEs to increase sales and reach a wider market. This survey was conducted to understand how MSMEs in Kayunan village utilize digital marketing in their marketing strategies. MSMEs play a vital role in a country's economy because they contribute to

economic growth, create jobs, and promote social inclusion (Vinatra, 2023). Surveys are a crucial initial step in many research projects. By collecting primary data directly from the source, namely respondents, surveys allow researchers to test hypotheses, identify trends, and gain a better understanding of a phenomenon.

The ability to design and conduct effective surveys is a valuable skill for any researcher. The purpose of a survey is to collect data on the opinions, attitudes, behaviors, or characteristics of a specific population and can be conducted face-to-face, by telephone, or online. Marketing, according to Joko Setyono, is a comprehensive system of business activities designed to plan, price, promote, and distribute goods and services that satisfy the needs of both existing and potential buyers (Kacung Wahyudi, 2017).

Marketing can be defined as one of the primary activities a company, whether a goods or service company, must undertake to maintain its business continuity. Marketing is a tool used by companies to achieve their business goals. Whether increasing market share, improving profitability, or

strengthening brand image, marketing plays a crucial role in realizing a company's vision and mission. Marketing encompasses a variety of interrelated activities, from market research and product development to pricing and distribution to promotion. All of these activities aim to ensure that a company's products or services effectively reach their target consumers. Marketing is a process within a company that continues to develop and adapt to changes in the business environment.

In today's digital era, marketing is no longer limited to traditional promotional activities, but also encompasses various online activities such as digital marketing, content marketing, and social media marketing. Companies that want to stay relevant must continuously innovate their marketing strategies. This is because marketing is a vital function in every business, acting as a bridge between the company and consumers. Through marketing, companies not only offer products or services but also build lasting relationships with customers.



**Fig 1:** Explanation of Digital Marketing

Based on the description above, before the socialization, the students and Lecturers from Universitas Prima Indonesia conducted a survey by visiting Karang Taruna and Farmer Group Sementara Village. During this activity, students conducted brief interviews regarding Karang Taruna and Farmer Group Sementara Village product marketing and branding and proposed a socialization event. If the Karang Taruna and Farmer group agreed, the students extended an invitation, approved by the village government, to the Karang Taruna Business concerned. Our survey showed that Karang Taruna Sementara village we visited were still reluctant to switch from traditional marketing methods to digital marketing. They tended to feel that digital marketing was too complicated or irrelevant to their business, so they preferred to maintain the methods they were already familiar with.

A recent survey of Karang Taruna and farmer Group showed that although digital marketing has proven effective in increasing product visibility and sales, The Karang Taruna and Farmer Group remain hesitant to adopt digital marketing strategies. Some of the main reasons underlying this hesitation include concerns about a lack of technical knowledge in using digital platforms. The Karang Taruna feel they lack the skills or knowledge to manage digital marketing

effectively, leading to fears of suboptimal results or even failure.

Furthermore, there's also the perception that the costs of starting a digital marketing campaign are quite high. The Karang Taruna believe that competing in the digital world requires a significant investment in time, effort, and money. They worry about the risks of such investments, especially if they're unsure of reaching the right target market. This concern is exacerbated by their limited experience and understanding of effective digital marketing strategies.

Fear of failure in digital marketing is also a limiting factor. The Karang Taruna feel more comfortable with traditional marketing methods they have used for years. These methods are considered easier to understand and more suited to the characteristics of their local customers. They feel that traditional marketing methods offer greater security and stability because they have proven effective in the past.

However, despite numerous obstacles and doubts, Karang Taruna recognize that today's consumer trends are increasingly digital. Consumers now use the internet and social media more frequently to research products and make purchases. This presents a significant opportunity for Karang Taruna and Farmer Group to increase their visibility and



reach a wider market through the right digital marketing strategies.

Unfortunately, this opportunity has not been fully exploited by Karang Taruna and Farmer Group. Many remain stuck in their comfort zone with traditional marketing methods and are hesitant to explore more modern marketing strategies. However, with the right support and guidance, such as training and mentoring on using digital platforms, Karang Taruna and Farmer Group can capitalize on this opportunity to grow and develop more rapidly in the digital era.

To address these challenges, collaborative efforts are needed from various parties, including the government, the private sector, and the business community, to provide broader access to digital education and training for Karang taruna and Farmer Group. This will enable them to become more confident and skilled in using digital marketing strategies, thereby maximizing growth opportunities in the ever-expanding digital market.

Socialization is a process of conveying ideas that helps people learn and adapt regarding how to adapt and think, so they can play an active role in society (Ilmiyah *et al.*, 2022). Digital marketing is a marketing activity, including branding (brand recognition), that uses various web-based media such as blogs, websites, email, marketplaces, social networks. Of course, digital marketing is not just about internet marketing but more than that (- *et al.*, 2022). Developing a marketing strategy requires careful consideration of the appropriate media to be used for promotion. Because promotion can be a determining factor in the success of a product sale. Generally, media that can be utilized in digital marketing in this modern era include websites, social media, marketplaces, and so on. The use of digital technology today impacts all human activities, including the economy. Internet use, particularly in the economic sector, is used to attract potential customers, build their trust, promote products, and generate sales responses that lead to profit (Agusven *et al.*, 2023). Digital marketing can be viewed as the activities, institutions, and processes facilitated by digital technology to create, communicate, and deliver value to customers and other stakeholders. The use of internet marketing can increase sales even in very remote locations (Febriyantoro & Arisandi, 2018). The process of using digital technology creates

specific value through customer experience and interactions between customers (Tasleem, 2025) <sup>[25]</sup>.

Digital marketing itself enables a series of adaptive digital touchpoints encompassing marketing activities, institutions, processes, and customers (Arifin *et al.*, 2019). The marketing concept teaches that marketing activities begin with identifying and formulating consumer needs. Then, companies develop a combination of product, pricing, promotion, and distribution policies to meet consumer needs satisfactorily. Offline marketing typically involves face-to-face interaction between consumers and sellers. In online marketing, consumers and sellers cannot meet face-to-face, which is often referred to as digital marketing.

After observing the problems faced by Karang Taruna and Farmer Group in Sementara Village, they discovered that they were still conducting conventional sales. Therefore, a socialization activity with the theme "Digital Marketing Socialization for Karang Taruna in Sementara Village" was needed, aimed at increasing knowledge in conducting digital sales. This digital marketing socialization was intended to create a marketing effort that combines technological developments. Simply put, digital marketing connects sellers, buyers, and marketers without physical boundaries. Everything is carried out online or using applications as a promotional medium. Social media is not only used by internet users for socializing but also for conducting business. In this socialization, the speakers not only discussed the basics of digital marketing, but also the importance of digital marketing and the conveniences of using it (Kukuh Arisetyawan, 2023). The abundance of digital platforms available today has created a dilemma for Karang Taruna and farmer Group. They are faced with the challenge of choosing which platform best suits their business needs, given the multitude of options available. Therefore, in this study, we decided to begin with a platform already familiar to most MSMEs, namely Facebook, as a starting point to understand their behavior in utilizing digital technology. This socialization also discussed how to conduct digital sales through Facebook to increase Karang Taruna and Farmer Group product sales by utilizing advertising features, Facebook community groups, and the marketplace within Facebook.



**Fig 2:** Karang Taruna Practicing Digital Marketing

The session continued with a presentation on Facebook promotion tips, how to define more specific targets, and how to establish various marketing objectives more effectively. This session emphasized the importance of defining a target audience so that ads can reach an audience according to the criteria established by online business practitioners. The final session focused on participants' skills in writing titles, descriptions, and the photos and videos to be featured in ads. The results of the socialization activities conducted showed that Karang Taruna and Farmer Group have a very positive view of the use of social media as an effective tool in increasing the marketing of their products. They believe that social media, especially Facebook, can expand the marketing reach of Karang Taruna and Farmer Group products, thereby attracting potential consumers not only from the local area but also from outside the region, including from remote areas such as Sementara Village.

Social media plays a crucial role in providing relevant information to consumers. With easily accessible and widely disseminated information through social media, Karang Taruna and Farmer Group in Sementara Village can become better known to a wider audience. By utilizing the features offered by Facebook, village businesses have a significant opportunity to expand their market reach and increase product sales. This is expected to enable Karang Taruna and Farmer Group to optimally utilize the Facebook platform to market their products.

The importance of utilizing Facebook extends beyond product promotion to serve as a platform for direct interaction with potential consumers, providing real-time product information, and strengthening relationships between businesses and customers. To achieve this, plans are underway to establish a dedicated Facebook group for Karang Taruna and Farmer Group in Sementara Village.

This group will serve as a platform for business owners to share information, promote their products, and sell them digitally. This will enable more efficient and effective marketing of Karang Taruna and Farmer Group products, reaching a wider market than conventional marketing methods. Through this initiative, it is hoped that Karang Taruna and Farmer Group in Sementara Village will grow and develop more rapidly, increasing the income and well-being of the village's business owners. (SAMPAI SINI)

#### 4. Conclusion

The digital marketing outreach program conducted in Sementara Village successfully provided new understanding and insights to Karang Taruna and Farmer Group about the importance of digital marketing. This activity opened the eyes of many business owners who were previously hesitant to switch from traditional marketing methods. They began to realize that digital marketing can be a highly effective tool in expanding market reach and increasing product sales. Through this activity, Karang Taruna and Farmer Group were introduced to various digital marketing strategies, such as the use of social media like Facebook and other digital platforms. With a better understanding of how these platforms work, business owners are now more confident in utilizing technology to promote their products. The outreach also emphasized the importance of understanding consumer behavior in the digital era in order to design more targeted marketing strategies. With this outreach, it is hoped that Karang Taruna and Farmer Group in Sementara Village can better capitalize on the vast opportunities offered by the

digital era. Digital marketing not only helps increase sales but also has the potential to optimize their overall business potential. Thus, Karang Taruna and Farmer Group in Sementara Village can play a more active role in driving local economic growth and improving the welfare of the local Community.

#### 5. Thank You Note

This activity was able to run smoothly and contribute to the development of local community insight thanks to the support of several parties. The Community Service Grant implementation team for the Program of PM-BEM Diktisaintek 2025 would like to express their gratitude to the following parties:

1. Direktorat Penelitian dan Pengabdian Kepada Masyarakat, Direktorat Jenderal Riset dan Pengembangan, Kementerian Pendidikan Tinggi, Sains dan Teknologi has provided financial support for this activity.
2. LPPM Universitas Prima Indonesia for administrative support for permits during the implementation of activities.
3. Karang Taruna and Farmer Group of Sementara Village, Pantai Cermin District, Serdang Bedagai Residence, North Sumatera, Indonesia for their willingness to be partners in this activity.
4. Sub-district Head and Village Head for their support during the activities.
5. Students of Universitas Prima Indonesia (Training Team) who helped as assistant training presenters during the activity.
6. And all parties who have helped either directly or indirectly

#### 6. References

1. Akbar SI. Impact of social media usage activities on brand awareness of young consumers: the era of BBC and The Times has changed because we no longer depend. *İktisadi ve İdari Bilimler Fakültesi Dergisi*. 2018;1(33):217-34.
2. Apriadi D, Saputra AY. E-commerce berbasis marketplace dalam upaya mempersingkat distribusi penjualan hasil pertanian. *Jurnal RESTI*. 2016;20(12):1684-9. doi: 10.3969/j.issn.2095-4344.2016.12.002.
3. Asri TM, Megawati F. Rancangan dan penerapan promosi melalui media sosial (Instagram) di Ruang Baca Vokasi. *EduLib*. 2018;8(2):156. doi: 10.17509/edulib.v8i2.9736.
4. Barri HG, Saerang DPE. The impact of viral marketing using social media platforms on brand awareness (case study: Laneige cosmetic). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*. 2017;5(3):3945-54. doi: 10.35794/emba.v5i3.18253.
5. Batee MM. Pengaruh media sosial terhadap keputusan pembelian di toko kaos Nias Gunungsitoli. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*. 2019;2(2):313-24. doi: 10.36778/jesya.v2i2.108.
6. Fauziyah F. Pemberdayaan UMKM melalui akun organisasi bisnis berbasis e-commerce (studi kasus pada Forum UKM KSRN Kabupaten Jember). *Proceedings - PROGRESS*. 2018;1(1):360-71.
7. Fianto AYA. Satisfaction as intervening for the antecedents of intention to revisit: marine tourism

- context in East Java. *Relasi*. 2020;16(1):179-207.
8. Fianto AYA. The antecedents of purchase decision for hijab fashion products. *Manajemen*. 2020;12(1):154-65.
  9. Guci DA, *et al.* *Technopreneurship: bisnis masa depan*. Medan: Unpri Press; 2025.
  10. Guci DA, *et al.* Sosialisasi digital marketing dalam meningkatkan penjualan produk UMKM Madu Azzahra Bee Farm. *Jurnal Pengabdian Kepada Masyarakat Digital (JUPED)*. 2024;3(1):1-6.
  11. Guci DA, *et al.* Eksploratori factor analysis (EFA) of performance of SMEs. *Jurnal Ekonomi Bisnis Manajemen Prima*. 2024;2(2):83-9.
  12. Hidayat S, Suryantoro H, Wiratama J. Pengaruh media sosial Facebook terhadap perkembangan e-commerce di Indonesia. *Simetris: Jurnal Teknik Mesin, Elektro dan Ilmu Komputer*. 2017;8(2):415. doi: 10.24176/simet.v8i2.1165.
  13. Ikawira EY, Fianto AYA. Penciptaan buku ilustrasi legenda Reog sebagai upaya mengenalkan budaya lokal kepada anak-anak. *Art Nouveau*. 2014;3(1).
  14. Intan T, Revia B, Erwita A. Peningkatan daya saing produsen minuman herbal melalui pembuatan konten kreatif media sosial berbasis pemasaran e-marketing. *Jurnal Komunikasi Profesional*. 2019;3(2). doi: 10.25139/jkp.v3i2.1982.
  15. Jafar A, Fianto AYA, Yosep SP. Penciptaan buku ilustrasi permainan tradisional sebagai upaya pelestarian warisan budaya lokal. *Art Nouveau*. 2014;3(1).
  16. Lauwrentius S. Penciptaan city branding melalui maskot sebagai upaya untuk mempromosikan Kabupaten Lumajang. *Lumajang: Visual Communication Design*; 2015.
  17. Mbete GS, Tanamal R. Effect of easiness, service quality, price, trust of quality of information, and brand image of consumer purchase decision on Shopee online purchase. *Jurnal Informatika Universitas Pamulang*. 2020;5(2):100. doi: 10.32493/informatika.v5i2.4946.
  18. Pinasti RD, Fianto AYA, Hidayat W. Penciptaan buku komik sebagai upaya pengenalan permainan tradisional kepada remaja. *Art Nouveau*. 2015;4(1).
  19. Pradiani T. Pengaruh sistem pemasaran digital marketing terhadap peningkatan volume penjualan hasil industri rumahan. *JIBEKA*. 2017;11(2):46-53.
  20. Puspitarini DS, Nuraeni R. Pemanfaatan media sosial sebagai media promosi. *Jurnal Common*. 2019;3(1):71-80. doi: 10.34010/common.v3i1.1950.
  21. Ramli Y, Firdaus I, Arief H, Setiawan M. Mobile marketplace as a medium for selling micro small medium enterprise products. *ICCD*. 2019;2(1):55-9. doi: 10.33068/iccd.vol2.iss1.209.
  22. Ratna Gumilang R. Implementasi digital marketing terhadap peningkatan penjualan hasil home industri. *Coopetition: Jurnal Ilmiah Manajemen*. 2019;10(1):9-14. doi: 10.32670/coopetition.v10i1.25.
  23. Ridwan M, Militina T, Achmad GN. How trust and quality of information affect buying interest and purchasing decisions? (Study on Shopee customers in Samarinda). *Int J Econ Bus Account Res*. 2020;4(1):95-102.
  24. Santoso R, Fianto AYA. Pengaruh marketing mix produk jasa terhadap keputusan berkunjung wisata bahari Jawa Timur. *Kinerja*. 2020;17(1):69-79.
  25. Tasleem N. HR technology transformation and the impact of people analytics on workforce management.

IRE Journal. 2025;8(9):702-16.

### How to Cite This Article

Mirza R, Guci DA, Pinem LJ, Tarigan AA, Rezeki SM. Digital Marketing Socialization and Training for Business Development in Youth Organizations and Farmer Group of Sementara Village, North Sumatera, Indonesia: Program of PM-BEM 2025. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2025;6(6):254-259.

### Creative Commons (CC) License

This is an open access journal, and articles are distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International (CC BY-NC-SA 4.0) License, which allows others to remix, tweak, and build upon the work non-commercially, as long as appropriate credit is given and the new creations are licensed under the identical terms.