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Introduction

This paper's goal is to critically analyze time management from the perspective of learning in the digital era. As part of my studies, I participated in a concurrent reflective learning process in order to record crucial parts of my personal development, learning, and progress as a result of my course of study. Conversely, experience-based learning and reflection are related. For those in the workforce who prioritize lifelong learning, it is viewed as a key tactic (Gibbs, 2017). Reflective practice is the process of using what one learns from a situation or activity to get a fresh perspective on oneself or one's work. Due to its popularity as a reflection model, we will opt for the Gibbs Reflective Cycle (Boniwell and Zimbardo, 2015). This method assumes that competent, independent people may increase their professional and personal growth, leading to advancement on both fronts. The six steps of the Gibbs' Reflective Cycle, which was developed in 1988, enable the reflector to think about all the phases of an action or occurrence (Adeani, Febriani, and Syafryadin, 2020). The model stands out because it considers actions, feelings, information, and the concept that things repeat themselves.

Gibbs' reflective model for time management in the context of learning in the digital era

The main topic of this study will be how well I manage my time while consistently adhering to the accepted norms of practice. Although several learning opportunities and places for improvement were found, one specific problem emerged as the source of the most important information: my attitudes, sentiments, and method of approaching my module (Gibbs, 2017). The Gibbs experiential learning cycle is used to highlight the main themes (Adeani, Febriani, and Syafryadin, 2020).

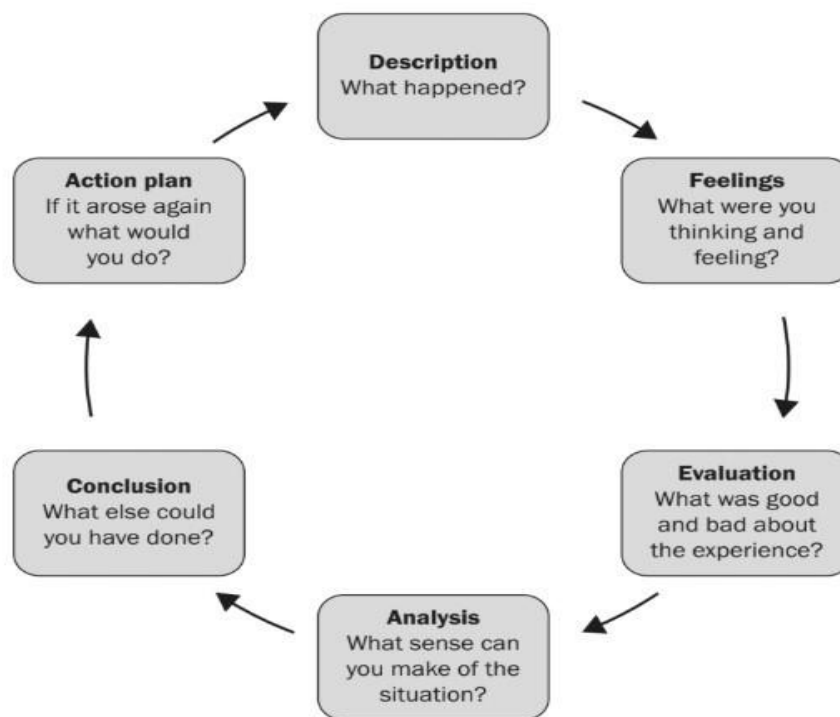


Figure: Gibbs' reflective cycle (Peachyssay, 2021).

Description

The main topic of this study will be how well I manage my time while consistently keeping the necessary standards of practice. Although several learning opportunities and places for improvement were found, one specific problem emerged as the source of the most important information: my attitudes, sentiments, and method of approaching my module (Gibbs, 2017). The Gibbs experiential learning cycle is used to highlight the main themes (Adeani, Febriani, and Syafryadin, 2020).

Feelings

I've always wanted to be a digital market analyst, so that's exactly what I was envisioning when I thought about my future career. Throughout the first and second weeks of my internship, I had trouble managing my time. This is because I saw that I was juggling too many responsibilities with not enough time during the busy peak hours. Because of the amount of work, I have to accomplish, I felt overwhelmed. The more I discovered, the more I realized that in order for me to properly understand time management, I needed to approach it as a journey that I should start from within myself, that is, from a personal

level. Additionally, I believed that time management skills offered me greater control over my life. Because time management offers me the ability to keep this control over my life, I feel more in charge of it when I am in charge of my time (Boniwell and Zimbardo, 2015). In addition, excellent time management enables me to reap a variety of advantages. These include increased effectiveness and productivity, an enhanced professional reputation, less anxiety, greater opportunities for advancement, and an increased likelihood of achieving your personal and professional goals (Brad, Ada, and Alexandra, 2021). Overall, I've started to feel more in charge and confident in my ability to prioritize my time.

Evaluation

Given that we covered topics that are directly related to my chosen career path as a future marketing analyst, I believe the module had a positive impact on me because it was so instructive and enriching. In addition, the topics that we covered are directly related to my chosen career path. For instance, as we were talking about the environment of digital marketing, it became abundantly clear to me that the capacity to multitask, to think quickly, and to quickly shift one's focus between tasks is absolutely necessary. I believe that I benefited from the module because it was so enlightening and enjoyable, particularly in light of the fact that we studied topics that are directly related to the career path that I have chosen to pursue in the future, which is that of a marketing analyst. For instance, while we were talking about the environment of digital marketing, it became pretty clear to me that multitasking, rapid thinking, and the ability to swiftly transfer attention from one task to another are all important.

Analysis

In my opinion, the module's discussion on learning in the digital age had the greatest beneficial effects on me. I am now convinced that good time management skills have a significant impact on professional employability. This understanding of how time management affects employability skills is advantageous to me, particularly in the context of digital marketing. I now realize that having a time management plan and a trustworthy method to evaluate the strategy are crucial for developing a successful digital marketing strategy. However, I would be supported by my module to take steps to grow and enhance my employability skills, and a critical assessment of my reflective module gave further support for my work since I had previously identified the need to strengthen my interpersonal skills in time management situations. However, by better understanding how different aspects of time management are seen in various contexts, I will be able to increase my employability in the age of digital marketing.

Conclusion

Overall, I enjoyed the module, and I don't currently think that I would have learned more if it had been presented differently. After realizing that time management strategies will play a key role in my interpersonal relationships throughout my career, I realized I needed make sure that time sensitivity is a regular part of my life. To put it another way, I need to learn to value variety in my time and how to make better use of the time I have. I now see how crucial time management is to both daily living and the success of an enterprise. Therefore, for digital marketing professionals aiming to boost productivity and spend more time with their families outside of work, good time management is a competitive advantage.

Action plan

I want to be more assertive in the future when confronting difficulties head-on, regardless of my standing within the company or level of experience. I'll also take care of the problems and modify my time management in the future by making sure I use the different time-management strategies in accordance with the requirements. I'll continue using Gibbs' continuing paradigm to consistently practice professional reflection (1988). I also want to apply the module's ideals and concepts with confidence and consistency. The following were the main components of the action plan I was able to develop to assist me in resolving the concerns found:

In the beginning, I compile all of my forthcoming work in one location and make a list of everything I need to complete.

Break down major jobs into tiny pieces and accomplish them in a fair amount of time to create timeboxes.

Every action needs its own timebox. Determine my daily or weekly priorities before beginning to block out time. Next, organize related chores so I can work on them all at once. To help me adhere to my time-restricted plan, I should practice blocking off blocks of concentrated time on my calendar.

to actively construct a work plan based on daily priorities and concentrate on the most important activity.

I work using the Pomodoro technique, which requires me to first set my timer for 25 minutes, attempt to focus only on one activity during that time, then take a five-minute break.

Conclusion

The purpose of the paper is to show how time management techniques reflect reflections on digital-era learning. The module highlights some of the most significant lessons I've learned while studying. For the digital market analyst and our modern environment, efficient time management skills are crucial. Considering the growing demands on both our professional and personal lives, improved time management may support us in achieving our objectives, boosting productivity, and achieving a better work-life balance (FutureLearn, 2022). However, time management strategies work best when we use them to use our time efficiently and productively during the planning phase.

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