

ABSTRAK

SYAHPUTRA, Al FIKRI. 2024. **PEMBERDAYAAN MASYARAKAT MELALUI PELATIHAN DIGITAL MARKETING BAGI KELOMPOK USAHA KECIL (Studi pada KPM di Kelurahan Mugarsari, Kecamatan Tamansari Kota Tasikmalaya)**. Jurusan Pendidikan Masyarakat Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya.

Perubahan sistem pemasaran dari tradisional menjadi digital marketing untuk menghadapi era 5.0 memaksa pihak umkm untuk melakukan perubahan dalam sistem pemasaran produknya melalui media sosial. berdasarkan hal tersebut masih banyak pelaku umkm di desa mugarsari kecamatan tamansari yang belum memahami digital marketing. penelitian ini bertujuan untuk mengetahui peran pendamping pkh dalam meningkatkan pemanfaatan digital marketing, dengan fokus pada studi di desa mugarsari kecamatan tamansari. metode penelitian yang digunakan kualitatif deskriptif dengan pendekatan studi kasus. data dikumpulkan melalui wawancara, observasi dan dokumentasi. hasil penelitian dengan lima respondend ini menunjukkan bahwa dalam melaksanakan usaha mikro kecil menengah (umkm), para kpm kurang memanfaatkan teknologi informasi dan komunikasi khususnya di bagian *digital marketing*, akan tetapi dengan adanya pelatihan yang dilaksanakan oleh pendamping pkh yaitu (5p) yaitu pemungkinan, penguatan, perlindungan, penyokongan, pemeliharaan sehingga keluarga penerima manfaat (kpm) bisa untuk membuka usahanya sendiri. serta adanya pemanfaatan teknologi melalui pelatihan yang di laksanakan oleh pendamping pkh. sehingga kpm dalam melaksanakan usaha umkm dapat mengembangkan bisnisnya usahanya melalui *digital marketing*. dengan adanya program keluarga harapan, yang mengikuti pelatihan umkm dari awal, usahanya sangat terbantu serta paham akan memasarkan usahanya melalui digital marketing. simpulan yang didapatkan setelah melakukan wawancara yaitu dengan adanya kegiatan pelatihan digital marketing pelaku umkm bisa meningkatkan usahanya dalam pemanfaatan digital marketing.

Kata Kunci : *Pengembangan UMKM, Digital Marketing, Program Keluarga Harapan.*

ABSTRACT

SYAHPUTRA, AI FIKRI. 2024. COMMUNITY DEVELOPMENT THROUGH DIGITAL MARKETING TRAINING FOR SMALL BUSINESS FAMILIES (Study on KPM in Mugarsari Village, Tamansari District, Tasikmalaya City).
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The change in the marketing system from traditional to digital marketing to face era 5.0 forces the umkm to make changes in the marketing system of its products through social media. based on this, there are still many umkm actors in mugarsari village, tamansari subdistrict who do not understand digital marketing. this study aims to determine the role of pkh assistants in increasing the utilization of digital marketing, focusing on studies in mugarsari village, tamansari subdistrict. the research method used is descriptive qualitative with a case study approach. data is collected through interviews, observation and documentation. The results of this study with five respondents show that in carrying out micro, small and medium enterprises (umkm), KPM does not utilize information and communication technology, especially in the digital marketing section, but with the training carried out by Pkh assistants, namely (5p), namely enabling, strengthening, protecting, supporting, maintaining so that beneficiary families (KPM) can open their own businesses. as well as the utilization of technology through training in the digital marketing section. as well as the use of technology through training carried out by pkh assistants. so that kpm in carrying out umkm businesses can develop their business through digital marketing. with the family hope program, who participated in umkm training from the beginning, his business was greatly helped and understood how to market his business through digital marketing. the conclusion obtained after conducting interviews is that with the digital marketing training activities, umkm actors can increase their business in utilizing digital marketing.

Keywords: MSME Development, Digital Marketing, Family Hope Program.