

ABSTRAK

Muhammad Taofik. 2025. **MANAJEMEN PELATIHAN DIGITAL MARKETING PADA PROGRAM PENDIDIKAN KECAKAPAN KERJA (PKK) DI LKP TIGA PUTRA YUWITA**. Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya.

Pentingnya peningkatan kompetensi sumber daya manusia di era globalisasi, khususnya dalam bidang digital marketing, menjadi kunci untuk menghadapi tantangan dunia kerja yang semakin kompetitif. Namun, dalam proses pengelolaan program pelatihan sering menghadapi berbagai permasalahan yang dapat menghambat tercapainya tujuan peningkatan kompetensi. Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan manajemen pelatihan digital marketing pada Program Pendidikan Kecakapan Kerja (PKK) di Lembaga Kursus dan Pelatihan (LKP) Tiga Putra Yuwita. Penelitian ini menggunakan metode penelitian kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa manajemen pelatihan digital marketing program Pendidikan Kecakapan Kerja di LKP Tiga Putra Yuwita pada tahap perencanaan, pelatihan disusun berdasarkan kebutuhan peserta, tujuan sasaran, kurikulum, metode pembelajaran, jadwal kegiatan, alat evaluasi dan rekrutmen peserta sesuai petunjuk pelaksana dan teknis. Pengorganisasian mencakup optimalisasi sumber daya, serta pembagian tugas. Pelaksanaan pelatihan berjalan sesuai rencana, kurikulum SKKNI yang dikolaborasikan sesuai kebutuhan DUDI diterapkan dengan metode pembelajaran ceramah, *Focus Group Discussion* dan Simulasi praktek. Pengendalian berupa evaluasi akhir program pelatihan, pemantauan perkembangan peserta didik selama proses pelatihan dan evaluasi akhir peserta berupa proyek magang dan uji kompetensi dengan melibatkan Lembaga Sertifikasi Kompetensi (LSK). Simpulan dari penelitian ini adalah bahwa manajemen pelatihan pada program Pendidikan Kecakapan Kerja (PKK) dalam bidang digital marketing di LKP Tiga Putra Yuwita sesuai dengan petunjuk teknis dan pelaksana yang ditetapkan oleh Direktorat Jenderal Pendidikan Vokasi, Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi Republik Indonesia.

Kata Kunci: Manajemen Pelatihan, Pendidikan Kecakapan Kerja, Digital Marketing

ABSTRACT

*Muhammad Taofik. 2025. **DIGITAL MARKETING TRAINING MANAGEMENT IN THE WORK SKILLS EDUCATION PROGRAM AT LKP TIGA PUTRA YUWITA.** Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.*

The importance of increasing the competence of human resources in the era of globalization, especially in the field of digital marketing, is the key to facing the challenges of an increasingly competitive world of work. However, in the process of managing training programs often face various problems that can hinder the achievement of competency improvement goals. This study aims to determine and describe the management of digital marketing training in the Work Proficiency Education Program (PKK) at the Tiga Putra Yuwita Course and Training Institute (LKP). This research uses descriptive qualitative research methods with data collection techniques through interviews, observation, and documentation. The results showed that the management of digital marketing training for the Job Skills Education program at LKP Tiga Putra Yuwita at the planning stage, training was prepared based on participant needs, target objectives, curriculum, learning methods, activity schedules, evaluation tools and recruitment of participants according to executive and technical instructions. Organizing includes optimizing resources, as well as division of tasks. Implementation of training goes according to plan, SKKNI curriculum collaborated according to the needs of DUDI applied with learning methods of lectures, Focus Group Discussions and practical simulations. Control in the form of the final evaluation of the training program, monitoring the development of students during the training process and the final evaluation of participants in the form of internship projects and competency tests involving the Competency Certification Institute (LSK). The conclusion of this study is that training management in the Work Proficiency Education (PKK) program in the field of digital marketing at LKP Tiga Putra Yuwita is in accordance with the technical and executive instructions set by the Directorate General of Vocational Education, Ministry of Education, Culture, Research and Technology of the Republic of Indonesia.

Keywords: Training Management, Job Skills Education, Digital Marketing