

## ABSTRAK

Juliansyah, Candra. 2026. **PELATIHAN DIGITAL MARKETING DALAM MENGEMBANGKAN KETERAMPILAN PROMOSI DIGITAL** (Studi Pada Balai Latihan Kerja Kabupaten Tasikmalaya). Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi.

Perkembangan teknologi digital menuntut sumber daya manusia memiliki keterampilan promosi digital yang adaptif, kreatif, dan sesuai dengan kebutuhan dunia kerja. Namun, pada praktiknya masih ditemukan keterbatasan keterampilan pada peserta pelatihan dalam merancang, mengelola, dan menerapkan promosi digital secara efektif. Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan pelatihan digital marketing dalam mengembangkan keterampilan promosi digital di UPTD Balai Latihan Kerja Kabupaten Tasikmalaya. Penelitian ini menggunakan metode penelitian fenomenologi dengan pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Informan penelitian terdiri atas pengelola program pelatihan, instruktur pelatihan digital marketing, serta peserta pelatihan. Hasil penelitian menunjukkan bahwa pelatihan digital marketing dilaksanakan melalui empat aspek utama, yaitu *assessment*, *design*, *delivery*, dan *evaluation*. Pada tahap *assessment*, identifikasi kebutuhan peserta dilakukan melalui *Training Need Analysis* (TNA). Pada tahap *design*, pelatihan disusun berdasarkan standar kompetensi dan dirancang secara sistematis serta aplikatif. Pada tahap *delivery*, pelatihan dilaksanakan menggunakan metode ceramah, diskusi, dan praktik langsung yang didukung pembagian peran yang jelas. Pada tahap *evaluation*, penilaian dilakukan melalui penugasan, uji kompetensi, dan *On Job Training* (OJT). Simpulan pelatihan ini berkontribusi terhadap pengembangan keterampilan promosi digital peserta, meliputi peningkatan kualitas, kuantitas, ketepatan sasaran, serta perencanaan waktu promosi digital.

**Kata Kunci : Pelatihan, Digital Marketing, Promosi Digital**

## **ABSTRACT**

*Juliansyah, Candra. 2026. **DIGITAL MARKETING TRAINING IN DEVELOPING DIGITAL PROMOTIONAL SKILLS** (A Study at the Tasikmalaya Regency Job Training Center). Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.*

*The rapid development of digital technology requires human resources to possess adaptive, creative, and job-relevant digital promotional skills. However, in practice, limitations are still found among training participants in designing, managing, and implementing digital promotion effectively. This study aims to identify and describe digital marketing training in developing digital promotional skills at the UPTD Job Training Center of Tasikmalaya Regency. The research employed a phenomenological method with a qualitative approach. Data were collected through interviews, observations, and documentation. Research informants consisted of training program managers, digital marketing instructors, and training participants. The findings indicate that digital marketing training was implemented through four main aspects: assessment, design, delivery, and evaluation. At the assessment stage, participants' needs were identified through a Training Need Analysis (TNA). At the design stage, the training was developed based on competency standards and structured in a systematic and practical manner. At the delivery stage, the training was conducted using lectures, discussions, and hands-on practice supported by clear role distribution. At the evaluation stage, participant performance was assessed through assignments, competency tests, and On-the-Job Training (OJT). In conclusion, the digital marketing training contributed to the development of participants' digital promotional skills, including improvements in promotional quality, quantity, target accuracy, and digital promotion time planning.*

**Keywords: Training, Digital Marketing, Digital Promotion**