

Training On The Use Of Marketplace For Members Of Bummas“Tirta Mandiri” To Improve Online Sales In The Covid-19 Pandemic Period

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ABSTRACT

This community service activity aims to provide training and assistance to members of the Community-Owned Enterprises (BUMMAS) Tirta Mandiri, Jogotirto, Berbah, Sleman to increase sales during the Covid 19 pandemic. The method of implementing this activity is divided into 3 activities, namely increasing online sales through the marketplace, safe online selling strategies, and product photography training. The number of training participants consists of 30 BUMMAS members who have economic products in the form of souvenir crafts and various food preparations.

The results achieved from this service activity are that the training material is very relevant to the needs of the target audience and can be accepted, and the benefits can be felt. Based on the evaluation of activities, input is obtained so that service activities like this are carried out in a sustainable manner by raising other themes that are relevant to the needs of the audience and also in accordance with the expertise of service providers in the field of Communication Sciences.

Kata Kunci: *marketplace, online business, covid-19 pandemic*