

Enhancement of Contemporary Issues For Teachers In Vocational School Commercial / Business In The Region of Yogyakarta

by Winarno.,M.Si, Dr Tony Wijaya, Agung Utama.,M.Si, Arif Wibowo.,M.EI, Farlianto.,MBA

ABSTRACT

ABSTRACT

The purpose of this PPM activity was to: Improve competence of business / commercial SMK MGMP teachers on digital marketing and sharia marketing. This activity invited 15 vocational schools in Yogyakarta with business / commerce majors, but because it coincided with the Student Competency Competition, only 7 Schools could attend.

PPM activities were carried out by lecturing and discussion methods, then mentoring or communication after training related to PPM material. During the PPM activity the audience (teachers) were very enthusiastic in the discussion because the material was very interesting and in accordance with their competencies. It was a supporting factor for PPM activities. The inhibiting factor was the sudden schedule of Student Competency Competitions, so that some business / commercial vocational schools cannot attend.

PPM material delivered was related to digital marketing and sharia / spiritual marketing in accordance with the industrial revolution 4.0. The target participants were 15 Schools, which were present in 7 Schools. Eight(8)schools was absent because it coincides with the Student Competency Competition. Based on the level of understanding of the material 85% of teachers understand the material presented. The audience response to PPM material was very enthusiastic, it can be seen from the various responses they delivered.

Kata Kunci: Keywords: contemporary issues, digital marketing, sharia / spiritual marketing