

SWOT Analysis of Digital Learning Resources Development in The Department of Sociology Education, Faculty of Social Sciences, Yogyakarta State University

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ABSTRACT

This study aims to analyze the strengths, opportunities, weaknesses, and threats in the development of digital learning resources in the Department of Sociology Education, Faculty of Social Sciences, Yogyakarta State University, Indonesia. This study uses qualitative methods. SWOT analysis was conducted on several research informants, consisting of 26 students and 7 lecturers in the Department of Sociology Education, Faculty of Social Sciences, Yogyakarta State University. Research data were collected using an open questionnaire accessed via Google Form. Thematic analysis method was used to analyze and evaluate data. Subsequent research findings are compiled based on themes that have been established from four categories, namely strengths, opportunities, weaknesses, and threats in the development of digital learning resources in the Department of Sociology Education, Faculty of Social Sciences, Yogyakarta State University.

Kata Kunci: *SWOT analysis, digital learning resources, higher education*