

# **ONLINE PKBM MANAGEMENT TRAINING BASED ON LOCAL POTENTIAL IN INCREASING BRANDIMAGE IN ERA REVOUSION INDUSTRI 4.0**

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## **ABSTRACT**

Online PKNM training was held on July 30, 2019, at the FIP UNY Computer Lab, participants invited were 25 managers of PKBM throughout DIY and those who attended the training were 20 participants. Online / online PKBM is one of the strategies in developing PKBM to reach wider participants. The participants who came were PKBM from SLeman 5 Managers, City 5 PKBM, Bantul 5 PKBM, Kulon Progo 5 PKBM. The material provided is about the urgency of using Technology, PKBM Learning through POD and Mentari PKBM Implementation by Guruh SUasana Edy, as online PKBM practitioners

Kata Kunci: *CLC, Online, Industry Revolution*