

PELATIHAN DIGITAL MARKETING PADA KOMUNITAS DISABILITAS KELURAHAN (KDK) MIGUNANI SUMBER AGUNG

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ABSTRACT

Competition in the world of business and enterprise is getting tighter day by day. The implementation of technology is a mandatory requirement in the business world, one of which is through the concept of digital marketing. Therefore, problems arise related to the need to increase the public's understanding and skills in digital marketing technology. The role of the Tri Dharma of Higher Education which is attached to the lecturer profession, one of which is implemented in programs to increase community creativity, one of which is the skills in using technology in developing digital marketing. The proposed partner in the service program for the Department of Electronics and Informatics Department of Electronics and Informatics team, UNY, is the disabled community KDK Migunani which has its address at Sumberagung, Jetis, Bantul. The KDK Migunani Community has actively held regular meetings to develop the interests and talents of its members. Several training programs that have been implemented include the Posbindu Bimtek which was organized by the Jetis health center. The problem faced by partners is related to the lack of providing training based on current technology in increasing innovation and creativity of community members. One solution that can be provided is digital marketing training which will later be useful in developing or starting businesses and businesses for KDK members or groups together.

The aim of carrying out this service through digital marketing training is to provide knowledge, both theoretical concepts and practice, for members of the Migunani disabled community in creating business and business opportunities through digital marketing concepts. The target of this training is 25 members of the Migunani Sumberagung disabled community, Bantul. The training is carried out in stages, starting from introducing digital marketing concepts, using digital marketing software, mentoring, to implementing digital marketing concepts. At the end of the program an evaluation will be carried out to determine the impact of the training program that has been implemented

Kata Kunci: *digital marketing, disabled, business, technology*