

PELATIHAN PEMASARAN DIGITAL MENGGUNAKAN MARKETPLACE UNTUK MENINGKATKAN PENJUALAN ONLINE DI MASA ADAPTASI KEBIASAAN BARU

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ABSTRACT

Covid 19 has an impact on PKK women who have small businesses, including PKK Imogiri Village, Bantul. The current factual conditions confirm that digital marketing literacy is very important for sellers, especially in the midst of a pandemic like this. As for if this pandemic is over and this training is just taking place, then of course it will still be useful to increase turnover considering the current business competition is very dynamic. Therefore, this Regional Development PPM activity intends to give a real touch by holding training ranging from creating promotional content, creating marketplace accounts to marketing and promotion executions for PK PKK members. It is hoped that members will be technology and digital literate about online marketing, so that they can use various kinds of digital marketing tools, one of which is the marketplace.

In the training, which was attended by 30 participants, material on product photography and selling through the marketplace was delivered. After the training was completed, participants were provided with assistance via Whatsapp Groups. Mentoring is carried out for a week and participants send assignments made during mentoring through groups. This training was considered positive, seen from the results of the survey distributed to the training participants.

Kata Kunci: *pandemic, housewife, digital marketing*