
EFFORTS TO STRENGTHEN MENTAL ENTREPRENEURS THROUGH ONLINE BASED DIGITAL MARKETING TRAINING FOR YOUTH OF PRODUCTIVE AGE

Nandang Rukanda¹, Rina Kaniati², Cucu Samsudin³

^{1,2,3} Magister Pendidikan Masyarakat-IKIP Siliwangi-Indonesia

nandangxae@gmail.com

Received: January, 2021; Accepted: February, 2021

Abstract

This research has the objectives to be achieved, namely, (1) To describe the whole picture of the state of society in entering the industrial era 4.0, its relevance to the mastery and use of social media which has become a primary need and daily culture, (2) To determine the process of implementing training Online-based digital marketing for youths of productive age carried out by the SAE Cipta Mandiri West Bandung Regency Course and Training Institute and (3) To find out the results of online-based digital marketing training. This research uses a qualitative approach and descriptive methods. The research subjects consisted of one manager, two resource persons and 3 participants. Data collection techniques used (1) Observation, (2) Interviews and (3) Documentation Studies. Data analysis was carried out by looking for similarities and differences from the collected data. The theoretical basis used is the concept of community empowerment, the concept of training, entrepreneurship and digital marketing. The results showed that modernization also influenced the development of aspects of life in the Sundanese community. Entering the era of the 4.0 generation industrial revolution, people are more intensively interacting with digital and virtual systems. Online-based digital marketing training works effectively with participatory andragogical methods and the results can improve cognitive, affective and psychomotor domains in digital marketing skills.

Keywords: Training, Entrepreneurship, Digital Marketing

Abstrak

Penelitian ini mempunyai tujuan yang ingin dicapai yaitu, (1) Mendeskripsikan gambaran utuh masyarakat memasuki era industri 4.0, relevansinya dengan penguasaan dan penggunaan media sosial yang sudah menjadi kebutuhan primer dan budaya sehari-hari. , (2) Untuk mengetahui proses pelaksanaan pelatihan pemasaran digital berbasis online untuk remaja usia produktif yang dilaksanakan oleh SAE Cipta Mandiri Kabupaten Bandung Barat Lembaga Pelatihan dan Pelatihan dan (3) Untuk mengetahui hasil pemasaran digital berbasis online. latihan. Penelitian ini menggunakan pendekatan kualitatif dan metode deskriptif. Subjek penelitian terdiri dari satu manajer, dua narasumber, dan 3 partisipan. Teknik pengumpulan data yang digunakan (1) Observasi, (2) Wawancara dan (3) Studi Dokumentasi. Analisis data dilakukan dengan mencari persamaan dan perbedaan dari data yang dikumpulkan. Landasan teori yang digunakan adalah konsep pemberdayaan masyarakat, konsep pelatihan, kewirausahaan dan pemasaran digital. Hasil penelitian menunjukkan bahwa modernisasi turut mempengaruhi perkembangan aspek kehidupan masyarakat Sunda. Memasuki era revolusi industri generasi 4.0, masyarakat semakin intensif berinteraksi dengan sistem digital dan virtual. Pelatihan digital marketing berbasis online bekerja efektif dengan metode andragogis

partisipatif dan hasilnya dapat meningkatkan ranah kognitif, afektif dan psikomotorik dalam keterampilan pemasaran digital.

Kata Kunci: Pelatihan, Kewirausahaan, Pemasaran Digital

How to Cite: Rukanda, N., Kaniati, R & Samsudin, C. (2021). Efforts To Strengthen Mental Entrepreneurs Through Online Based Digital Marketing Training For Youth Of Productive Age. *EMPOWERMENT: Jurnal Ilmiah Program Studi Pendidikan Luar Sekolah* 10 (1), 1-22.

INTRODUCTION

Until 2018, the number of entrepreneurs in Indonesia reached 3.1% of the total population, this ratio is still low compared to neighboring Singapore which has reached 7% of its total 4 million population, and Malaysia which is already at the 5% level. And this has encouraged academics in Indonesia to continue to carry out research related to increasing the number of entrepreneurs (Agustina & Nelloh, 2018). This of course has an adverse impact on economic growth in a country. Indonesia, as a developing country, is experiencing problems in reducing the number of unemployed each year.

The economic development will be more successful if it is supported by entrepreneurs who can create employments because the government's ability is very limited. The government will not be able to work on all aspects of development because it requires a lot of budget, personnel and supervision. Therefore, entrepreneurship is a potential development, both in number and in quality of entrepreneurship itself (Chabiba, 2017).

The role of entrepreneurship is to renew by creative destruction (creative destruction maker) with the courage to see and change what is considered established, routine, and satisfying. Another role of entrepreneurship is as an innovator who brings new things to society. Also take and calculate the risk (risk calculator). Entrepreneurship also plays a role in finding opportunities and taking advantage of them (opportunity seeker and exploiter). (Purnomo, 2017).

In this era of industrial revolution 4.0, more business opportunities can be obtained through optimizing the growing digital technology facilities. This is a result of the development of the digital world which is predicted to be a crucial point for all human activities, including business activities. Several indicators that can be used today include the increase in digital advertising spending, the growth of smartphone ownership that provides easy internet access (Purwana, 2017).

The rapid development of technology, the digital world and the internet certainly has an impact on the world of marketing. Marketing trends in the world are shifting from conventional (offline) to digital (online). This digital marketing strategy is more prospective because it allows potential customers to obtain all kinds of information about products and transact via the internet.

Life skills training programs organized by LKP (Lembaga Kursus dan Pelatihan/Course and Training Institute) aim to strengthen the spirit of digital marketing entrepreneur who has been embedded in the participants as a basic gift from God the Almighty so that those who have completed the Life Skills program are expected to be able entrepreneurship.

For those who are not accommodated in formal education, their talents need to be directed and developed through productive activities to turn them into productive humans. Activities that allow them to become their forum are, of course, related to training activities that match their interests and talents, so that they can immediately enter the world of work.

This research has the objectives to be achieved, namely, (1) To describe the complete picture of the state of society in entering the industrial era 4.0, its relevance to the mastery and use of social media which has become a primary need and daily culture, (2) To determine the process of implementing training Online-based digital marketing for youth of productive age conducted by the SAE Cipta Mandiri Training and Training Institute, West Bandung Regency, and (3) To find out the results of online-based digital marketing training for youth of productive age conducted by the SAE Cipta Mandiri Course and Training Institute West Bandung Regency in the community.

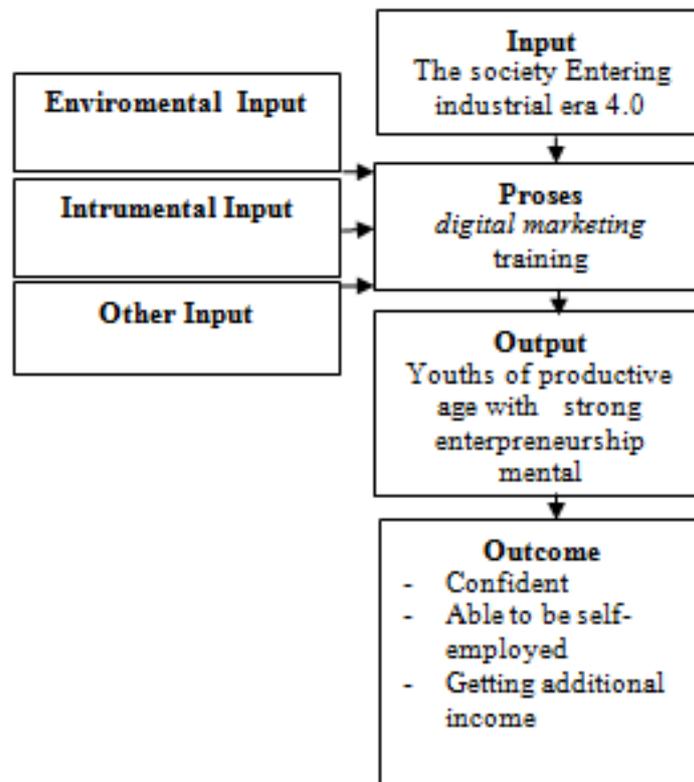
Meanwhile the expected benefits of research are; Theoretically, the results of this research are expected to be useful, namely: (1) Contributing thoughts on the concept of digital marketing training in an effort to improve entrepreneurial competence for youth of productive age, (2) As a basis and reference for the concept of digital marketing training at course and training institutions in Learning efforts of Students to improve entrepreneurial competence, and practical benefits (1) For Researchers, to add insight and direct experience about the importance of digital marketing training to improve entrepreneurial competence in youth of productive age, (2) For educators, to increase knowledge and donations thoughts on digital marketing training to improve entrepreneurial competence in youth of productive age, and for institutions, as material for consideration in developing entrepreneurial training models in order to increase entrepreneurial competence

Digital marketing is meant to be the promotional activities and market searches through digital media online by utilizing various means such as social networks, which can connect producers, market intermediaries and potential consumers so that product information can be conveyed through cyberspace. So that through digital marketing, business people can reach all communities without being limited by geographical and time restrictions (Purwana, 2017). Digital marketing training is one solution to improve the entrepreneurial competence of young productive age youth, through this training activity the graduates can optimize the functions of their smartphones as a means of carrying out business activities that are promoted online.

The life skills training program organized by the SAE Cipta Mandiri Course and Training Institute (LKP) aims to strengthen the spirit of digital marketing entrepreneurship that has been embedded in students as a basic gift from God Almighty so that those who have completed the life skills program expected to be entrepreneurial.

In order to obtain a comprehensive reference, this research will be supported by representative theories regarding HR Empowerment Theory, the concept of training, the notion of digital marketing, and entrepreneurship.

In the implementation, this research refers to the following description:



Source: Sudjana, 2004 : 34

Empowerment

Empowerment is an effort that adheres to the principle of an ecosystem that is full of concern for availability, benefits and sustainability. Empowerment is closely related to strengthening human behavior with insight into the future so that people learn who care about the outside, competitive, collaborative development. Empowerment does not only produce added value but value-oriented benefits that are oriented towards community needs.

The concept of empowerment is basically based on the idea that humans are not merely objects of other people's worlds, but rather as subjects of their own world. According to Pranaka (1996: 56) the empowerment process contains two tendencies. First; an empowerment process that emphasizes the process of giving or transferring some power, strength or ability to the community so that individuals become more empowered. This process can also be complemented by building material assets to support their independence development through the organization.

Robinson (1994) explains that empowerment is a personal and social process; a liberation of personal ability, competence, creativity and freedom of action. Meanwhile, Ife (1995) argues that empowerment means giving power, giving "power", strength, to the less empowered.

Payne (1997) explains that empowerment basically aims to help clients gain power, strength and ability to take decisions and actions to be carried out and relate to the client, including reducing personal and social obstacles in taking action. People who have achieved collective goals are empowered through their independence, it is even a "must" to be more empowered through their own efforts and the accumulation of knowledge, skills and other resources in order to achieve goals without depending on help from external relations.

Empowerment in simple definition can be interpreted as an effort to provide opportunities and abilities for community groups to participate, negotiate, influence, and control community institutions responsibly for the improvement of their lives. Empowerment is also defined as an effort to provide power (empowerment) or strength (strength) to the community.

Sulistiyani (2004) explains that the goal to be achieved from community empowerment is to form individuals and communities to become independent. This independence includes independence to think, act and control what they do. Community independence is a condition experienced by the community which is characterized by the ability to think, decide and do something that is deemed appropriate in order to achieve solving the problems faced by using the power / abilities they have.

In terms of the scope and object of empowerment, it includes several aspects, namely: (1) Increasing ownership of assets (physical and financial resources) and the ability of individuals and groups to use these assets for the improvement of their lives. (2) The relationship between individuals and groups in relation to ownership of assets and the ability to use them. (3) Empowerment and institutional reform. (4) Network development and partnership-work, both at the local, regional and global levels.

Pranarka & Vidhyandika (1996) explain that "the empowerment process contains two tendencies. First, the empowerment process which emphasizes the process of giving or transferring part of the strength, power or ability to the community so that individuals are more empowered.

The first tendency can be called the primary tendency of the meaning of empowerment. Meanwhile, the second tendency or secondary tendency emphasizes the process of stimulating, encouraging or motivating individuals to have the ability or empowerment to determine what their life choices are through the dialogue process ".

Sumardjo (1999) mentions the characteristics of empowered citizens, namely: (1) Able to understand themselves and their potential, able to plan (anticipating future changing conditions), (2) Being able to direct themselves, (3) Having the power to negotiate. (4) able to have adequate bargaining power in conducting mutually beneficial cooperation, and (5) Be responsible for their actions.

The process of empowering indigenous peoples will leave a variety of multidimensional challenges. The role of government policy is of course needed to accelerate this community to be more independent and ready to welcome social changes that further strengthen social capital.

Slamet (2003) explains in more detail that what is meant by a empowered community is a society that knows, understands, understands motivated, has the opportunity, takes advantage of opportunities, has energy, is able to cooperate, knows various alternatives, is able to make decisions, dare to take risks, is able to seek and capture information able to act according to the situation. The empowerment process that gives birth to a community that has the characteristics as expected must be carried out continuously by optimizing community participation in a responsible manner.

Community empowerment efforts need to pay attention to four main elements, namely: (1) Accessibility of information, ability of access that is accepted by the community. (2) Participation or involvement. Regarding who is involved and how they are involved in the whole development process. (3) Accountability, public accountability for all activities carried out on behalf of the people. (4) The capacity of local organizations, the ability to work together, organize community members, and mobilize resources to solve the problems they face.

Community empowerment activity is an integral part of an ongoing process through Participatory Action Research (PAR). The notion of PAR is not a 'project' that involves community participation, but rather has a philosophical nuance to provide opportunities and confidence in the ability and willingness of the community to carry out development in their own territory and for the benefit of improving their own communities according to their own potential needs, through action activities and continuous reflection.

Training

Many experts argue about the meaning, purpose and benefits of training. However, the various opinions are not much different in principle.

Training is an attempt to improve the performance of employees / employees in the job they currently hold or are related to their job, while Information Technology Training is training in the field of computers and their applications. There are several definitions of training put forward by training program experts.

Dale S. Beach (Kamil M., 2007, p. 10) states "The objective of training is to achieve a change in the behavior of those trained". Meanwhile, Bernard and Russel (2013) in Kaswan and Ade Sadikin Akhyadi (2015: 203) state "Training is defined as any attempt to improve employee performance on a currently held job or related to it." Training in this sense is every effort to improve performance. employees / employees in the job they currently hold or are related to their job.

Sikula in Sumantri (2000: 2) defines training as: "the educational process, the learning process that is inherent in a person. Learning occurs because there are people who learn and learning resources are available. In the sense that learning is a condition of a person or group that carries out the learning process.

In related to the focus of the problem in this research, the above definitions are also stated in the Republic of Indonesia Government Regulation number 101 of 2000 concerning education and training for civil servant positions. The regulation reads "In-service training is carried out to develop the knowledge, skills and attitudes of civil servants in order to best carry out government and development tasks."

Veithzal Rivai (2004: 226) asserts that "training is a systematic process of changing employee behavior to achieve organizational goals. Training is related to the skills and abilities of employees in carrying out their current jobs. The training has a current orientation and helps employees to achieve certain skills and abilities in order to successfully carry out work. " It is Rivai's opinion which is the inspiration in this research.

Taking into account such understanding, it turns out that the purpose of training is not only to increase knowledge, skills and attitudes, but also to develop one's talents, so that they can, do work according to what is required. Moekijat (1993: 2) describes the general objectives of training as follows: (1) to develop expertise, so that work can be completed more quickly and more effectively, (2) to develop knowledge, so that work can be completed rationally, and (3) to develop attitudes, thereby generating willingness to cooperate with fellow employees and with management (leadership).

The purpose of training according to Fandy Tjiptono and Anastasia Diana (1995: 223) is to increase knowledge, skills and attitudes of employees and improve the quality and productivity of the organization as a whole, in other words the aim of training is to improve performance and in turn increase competitiveness.

Regarding the benefits of training, several experts expressed Robinson's opinion in M. Saleh Marzuki (1992: 28) suggesting the benefits of training as follows: (a) training as a tool to improve performance / abilities - individuals or groups with the hope of improving organizational performance... ; (b) certain skills are taught so that employees can carry out tasks according to the desired standards.... (c) training can also improve attitudes towards work, towards leaders or employees.... ; and (d) another benefit of training is to improve safety standards.

Training according to Fandy Tjiptono and Anastasia Diana also provides the following benefits:

“Reducing production errors; increase productivity; improve quality; increase employee flexibility; better response to change; improve communication; better teamwork, and more harmonious employee relations ... “ (1998: 215).

So, the meaning, purpose and benefits of training is essentially a manifestation of training activities. In training, in principle, there are learning process activities, both theoretical and practical, aiming at improving and developing academic, social and personal competencies or abilities in the fields of knowledge, skills and attitudes, as well as being beneficial for employees (training participants) in improving performance on tasks or jobs that become responsibility.

In developing a training program, in order for training to be useful and profitable, systematic stages or steps are needed. In general, there are three stages in training, namely the needs assessment stage, the training implementation stage and the evaluation stage. Or in other terms, there is a training planning phase, a training implementation phase and a post-training phase.

The three stages or phases contain the steps for developing a training program. The steps commonly used in the development of training programs, as stated by William B. Werther (1989: 287), in principle, include (1) need assessment (2) training and development objectives (3) program content (4) learning principles (5) actual program (6) skill knowledge ability of works and (7) evaluation. This opinion is in accordance with that stated by Simamora (1997: 360) which states eight training steps, namely: (1) the needs and resources assessment stage for training; (2) identify training objectives; (3) developing criteria; (4) pretest to the apprentice; (5) selecting training techniques and learning process principles; (6)

carry out training; (7) monitoring training; and (8) comparing training results against the criteria used.

A training needs assessment is the most important step in the development of a training program. This needs research step is a very decisive foundation in the next steps. Deficiencies or errors in needs assessment can have fatal consequences for the implementation of training. In the needs assessment, three levels of analysis can be used, namely analysis at the organizational level, analytical at the program or operation level and analysis at the individual level. While the needs assessment techniques can be used performance analysis, capability analysis, task analysis and needs survey.

The formulation of training and development objectives should be based on predetermined training needs. Formulation of goals in the form of descriptions of the expected behavior and under certain conditions. This statement of purpose will become a performance standard that must be realized as well as a tool to measure the success rate of a training program.

The content of the program is a manifestation of the results of the assessment of needs and materials or materials in order to achieve training objectives. The content of this program contains expertise (skills), knowledge and attitudes which are learning experiences in training which are expected to create behavior change. Learning experiences and / or training materials must be relevant to the needs of participants and the workplace institution. Effective learning principles are those that match the method with the learning styles of the trainees and the types of work that require them. Basically, the principles of learning that deserve to be considered to be applied revolve around five things, namely participation, repetition, relevance, diversion and feedback (Sondang P. Siagian, 1994: 190). With the principle of participation, generally, the learning process takes place faster and the knowledge gained is remembered longer. The principle of repetition (repetition) will help trainees to remember and make use of their knowledge or skills. The principle of relevance, namely learning activities will be more effective if the material being studied has relevance and concrete meaning to the needs of the training participants. The principle of transfer means that knowledge and skills acquired in teaching and learning activities can easily be transferred to real situations (can be practiced at work). And the principle of feedback will motivate the trainees because they know the progress and progress of their learning.

In principle, the implementation of the training program (actual program) is very situational. This means that with an emphasis on calculating the needs of the organization and training participants, the use of learning principles can differ in its intensity, so that it is reflected in the use of certain approaches, methods and techniques in the implementation of the training process.

The skills, knowledge and abilities of workers as training participants are learning experiences (results) of a training program that is followed. Training is said to be effective, if the results of the training are in accordance with the duties of the training participants and are useful for work assignments.

And the last step of the developing training program is the evaluation of training. The implementation of the training program is said to be successful if there is a process of transformation of learning experiences in the field of work. Sondang P. Siagian emphasized that the transformation process was declared to be going well if at least two things happened,

namely an increase in the ability to carry out tasks and changes in behavior which were reflected in attitudes, discipline and work ethic (1994: 202). Furthermore, to determine whether the change occurred or not, an assessment was carried out. And to measure the success or not, it is assessed not only from technical aspects. But also in terms of behavior (Sondang P. Siagian, 1994: 202). And for evaluation, evaluation criteria are needed based on the objectives of the training and development program.

Online Based Learning

online learning, is a learning mode that can be used as an alternative so that agencies or companies avoid the phenomena illustrated at the beginning of the writing. Employee competence is still being improved, but while maintaining budget effectiveness and efficient use of existing resources.

Through online training, learners become more independent in determining for themselves when and where they want to learn. In other words, the control is in the hands of the learners. Even from the aspect of cost, of course, agencies or companies are avoided from travel costs including ticket costs and lodging costs during training.

Especially nowadays Online Training is combined with face-to-face learning, so that it is now known as blended learning or hybrid learning. So that learners after learning independently, can meet and ask directly to the mentor to deepen the material they have received online.

Online training with live streaming and interactive video media such as using Youtube and Zoom applications is considered very effective in order to improve the quality of human resources.

If we only provide text-based training, for example, such as a web binar which uses only whatsapp media, then, the participants were still not satisfied, because they were not interactive, they did not look like training in general.

Entrepreneurship

Entrepreneurship is derived from French which means the process of creating something of different value by using the effort and time required, taking on the financial, psychological and social risks that accompany it, and receiving monetary compensation and personal satisfaction.

Entrepreneurship is an "ability to create the new and different" (Drucker, 1959) by "applying creativity and innovation to solve the problems and to exploit opportunities that people face everyday" (Zimmerer, 1996). So, entrepreneurship is an ability to create added value in the market through the process of combining resources in new and different ways, through creative and innovative abilities.

Online-based entrepreneurship is meant to be an effort to utilize information technology and social media business in the context of a digital economy that is increasingly taking part in opening up new business opportunities for the community. Furthermore, it is also known as technopreneur which means digital entrepreneurship and a combination of technology and entrepreneur.

Entrepreneurs are people who have the ability to manage and develop a new product or business of their own company, using the best possible use of resources (finance, raw

materials, labor), with the aim of getting as much profit as possible. The characteristics or types of behavior of an entrepreneur include: (1) being able to identify new business opportunities, (2) having self-confidence and always having a positive attitude, (3) behaving as a leader, (4) having initiative, being creative, and innovative newest, (5) hardworking, (6) broad-minded and have a good vision and mission, (7) dare to take risks, (8) able to accept suggestions and criticism.

The key to an entrepreneur is the growth and expansion of the organization through innovation and creativity.

Some of the goals of an entrepreneurial person can be explained as follows: (1) Increasing the standard of welfare and also society by opening new employment fields. (2) Cultivating and developing the awareness of others in entrepreneurship. (3) Helping to grow society to be more creative and innovative in entrepreneurship. (4) Helping to provide social donations, both material and non-material. (5) Creating new jobs.

Digital Marketing

Digital Marketing is an activity and a series of processes to create, communicate, deliver and exchange offers that have value for customers, clients, partners, and society through social media. There are four main activities in marketing, namely creating, communicating, delivering and exchanging offers. This is the basis that marketers need to know in general, and currently the internet is the medium used to carry out these marketing activities.

Currently we divide marketing into two types, first, traditional marketing (offline marketing or conventional marketing) which uses offline media such as radio, television, brochures, etc. as a means of promotion. Second, digital marketing (internet marketing or online marketing) which uses the internet as a marketing medium. The need to use the internet as a marketing medium is unstoppable, from companies to umkm competing to get customers from the internet. Until digital marketing is the most favorite tool used by online businesses.

Digital marketing training is an alternative solution that can be used in developing a business through the use of social networks and internet, digital marketing is also defined as marketing activities using internet-based media (Wardhana, 2015). The internet is quite an influential tool for businesses.

Turnomo Rahardjo (2011) explains the characteristics of the internet as follows (Purwana, 2017) :

- 1) Interactivity, the ability of technological devices to facilitate communication between individuals such as face to face. Communication is very interactive so that participants can communicate more accurately, effectively, and satisfactorily.
- 2) Demassification, the messages can be exchanged to the participants involved in large numbers.
- 3) Asynchronous, Communication technology has the ability to send and receive messages at the desired time of each participant.

The use of digital marketing has the following strengths, namely:

- 1) Targets can be set according to demographics, domicile, lifestyle, and even habits.
- 2) The results can be seen quickly so that marketers can take corrective actions or changes if they feel something is not appropriate.
- 3) Costs are much cheaper than conventional marketing.
- 4) Wider reach because it is not limited geographically.
- 5) Can be accessed anytime without limited time.

- 6) Results can be measured, for example the number of site visitors, the number of consumers who make online purchases.
- 7) The campaign can be personalized.
- 8) Can engage or reach consumers because communication occurs directly and in two directions so that business actors build relationships and foster consumer trust.

In this study, the digital marketing training provided to students was knowledge and skills in using the Instagram and Facebook applications. The two social media are applications that are often used to share information, where each application has its own advantages.

Instagram is a photo and video sharing application that allows users to take photos, take videos, apply digital filters, and share them with various social networking services, Instagram media has features in the form of images accompanied by descriptions that make it easier for users to interact. So that this is used by online businesses as a means to visually promote their products. Consumers are made easy in choosing various alternative products offered.

Meanwhile, Facebook is a social networking service based in Menlo Park, California, United States which was launched in February 2004. Facebook is a communication medium that is often used to share information in various ways. Users are from various circles of society and consist of various professions.

Facebook offers an alternative to communicate in a more flexible way and is not limited by standard rules in exchanging information and communicating so that its users can interact at any time through gadgets. Apart from being a means of communicating, Facebook has begun to be used for promotional activities by online business activists, and the promotions carried out are considered capable of providing significant benefits to the business development of its users

METHOD

Site and Subject of the Research

This research was conducted at LKP SAE Cipta Mandiri Ciwaruga Village, Parongpong District, West Bandung Regency. This research is a research using a qualitative approach and applying descriptive methods. The research subjects were institutional managers, instructors and training participants who were representative and active in carrying out activities. They consisted of one manager, two resource persons and 3 participants, so that the total number of research subjects was 6 people.

The selection of the research subjects was based on the consideration that they could provide data and information that were representative of the research focus and aspects revealed through this research.

Approach and Methods of the Research

Research on online-based digital marketing for youth of productive age carried out by LKP SAE Cipta Mandiri West Bandung Regency is basically included in educational research that wants to reveal events that occur as they are. The reason for using a qualitative approach is

basically due to the suitability of the research focus in exploring the object of research to get an in-depth or as accurate as possible picture. Therefore, the research approach used is a qualitative approach. This is in line with the opinion expressed by Nana Sudjana (2004: 209) that qualitative research aims to describe and analyze and interpret facts, symptoms and educational events that occur in the field as they are in the context of space and time and the situation of the educational environment naturally.

To produce valid research, a correct and precise research method is needed, the research method is a series of methods or activities for conducting research based on basic assumptions, philosophical and ideological views, questions and issues at hand (Nana Syaodih, S., 2005: 52). One of the characteristics of qualitative research, as stated by Moeleong (2008: 11) is descriptive, the data collected is in the form of words, pictures, and not numbers. This is due to the application of qualitative methods, besides, everything that is gathered is likely to be the key to what has been researched. On this basis, the method used in this study is a qualitative descriptive method. This is in line with what Bodgan and Biklen said as quoted by Sugiyono (2005: 9), stating that: "Qualitative research is descriptive. The data collected is in the form of words of pictures rather than number. This means that qualitative research is descriptive. The data collected is in the form of words or pictures so that it does not emphasize numbers.

Techniques and Instruments of Data Collection

This study intends to reveal the image of society in entering the industrial era 4.0, the implementation process, results and impact of online-based digital marketing training for youths of productive age conducted by LKP SAE Cipta Mandiri, West Bandung Regency as an effort to strengthen the entrepreneur's mental. This study uses instruments in the form of observations, interviews and documentation studies to be able to reveal the required information. The data that has been collected will be collected continuously so that no data is left behind, if there is still data left behind, the researcher will return to the field to complete the data. Margono (2003: 155) states that an instrument as a means of collecting data must really be designed and made in such a way as to produce empirical data as it should.

Sources of the data were obtained through the use of research instruments that were carried out continuously and in depth, namely: (1) Observation, (2) Interview, and (3) Documentation Study.

Documentation study is a way of collecting data through written legacy, such as in archives and including books on opinions, theories, arguments and laws and others related to research problems.

Techniques of Data Processing and Analysis

Data processing is an effort to find and formulate the results of questionnaires, observations and interviews systematically to improve researchers' understanding and present some of the findings to other people. To clarify basic data, verification is carried out in line with the research process. The purpose of verification is to increase the validity and reliability of the study.

During data collection, the author will analyze so that no data is missed, then after all the data has been collected, the researcher makes corrections to the collected data by giving numbers

on each data sheet, then after making charts and matrices according to the research focus, then making archive by copying data in the form of paper sheets.

In the analysis process, activities are also carried out to look for similarities and differences, both in perceptions, plans and implementation of the leadership of the institution as well as between the leader and the learning community.

After the data has been collected, the researchers immediately perform the data processing through the following ways: (1) Grouped according to the data collection technique used. (2) Arranged systematically in accordance with the formulation of research problems. (3) Triangulation is carried out, namely checking the data from the interview results from the informants, checked by observation and again checking with documentary data. (4) If the data is still incomplete, then the data collection is repeated with observations, interviews and other documentary studies. This is in order to find the true reality (validity). (5) Data is checked from first-ranking expert informants, second-ranking informants and so on, according to the procedure carried out on first ranking informants (member check). (6) Furthermore, if necessary, a check and re-check process, analysis and re-analysis are found so that accurate results are found

RESULTS AND DISCUSSION

Results

1. Community Readiness Around LKP SAE Cipta Mandiri in the Industry 4.0 Era on the Use of Social Media.

LKP SAE Cipta Mandiri is a course and training institution located in Ciwaruga Village, Parongpong District, West Bandung Regency where the people are Sundanese who uphold high courtesy. In general, the character of the Sundanese people, is friendly (someah), has a gentle smile and has great respect for the ancestors.

The residents of Ciwaruga Village are the friendly and religious community as shown by the construction of houses of worship accompanied by their routine worship activities. In addition, the people of Parongpong District also have a number of other values such as politeness, humility towards others, respect for elders, and love for those who are less. In Sundanese culture, the magical balance is maintained by performing traditional ceremonies, while the social balance of the Sundanese people performs mutual cooperation to maintain it. There are kinds of arts and culture of the Sundanese people that are widely used by residents of Ciwaruga Village, Parongpong District, West Bandung Regency include; Sundanese Traditional Clothing, West Java Typical Arts (Wayang Golek, Jaipong, Degung, Rampak Gendang, Calung and Pencak Silat) and Mapag Taun Hijriah Traditions and Nguras Cai Traditional Ceremony.

Modernization as a form of dynamic and progressive times today also influences the development of various aspects of people's lives. When they enter the era of the 4.0 generation industrial revolution, increasing connectivity, interaction and development of digital and virtual systems. This change in the Industrial era cannot be avoided by anyone, including the Sundanese people, they enjoy computers, cellphones, Facebook, WhatchApp, Instagram and other tools relevant to social media. In the era of the industrial revolution 4.0, it had an impact on changing the culture of the community, including the residents of Ciwarubah Village, with a change from the traditional way to social media. Generations living in the era of the industrial revolution 4.0 will support this situation, but it needs to be pondered regarding the importance of maintaining the inculcation of togetherness values along with the times as is done by local communities in an area. Traditional art is a culture

that deserves attention because culture is the identity of a nation. Culture is closely related to society, such as traditional clothing, arts, traditions, traditional ceremonies and musical playings.

Entering this industrial era, the people of West Bandung Regency enjoy it with all their abilities. In general, Ciwaruga Village residents allocate time to use social media for the benefit of their activities.

Ciwaruga villagers are people who spend varied time using social media. Internet users now spend more than six hours online each day, and a third of that time is devoted to social media. The amount of daily time spent on social media is one of the most visible indicators of its presence, and the growth of digital activity support tools is increasing. visibility of the presence.

The younger the population, the higher the time is spent to be used on social media. Young users remain the most engaged in overall compared to other age groups. In fact they will always be the most involved. They enjoy digital because it also makes it easier for them to adjust the duration of their screen. More than two-thirds of the 16-24 year old group of users admit that they are continuously connected online, and more than a third also say that technology makes life more enjoyable.

Social media is very diverse - different sites offer different features. This makes it very difficult to generalize the impact of social media, and this situation varies the abilities of social media users.

2. The Implementation of Online-Based Digital marketing Training for Youths of Productive Age in LKP SAE Cipta Mandiri.

SAE Cipta Mandiri Course and Training Institute (LKP) was established on January 9, 2007 and is domiciled in the North Bandung area to be precise at Jln. Waruga Jaya No. 8B Ciwaruga Village Kec. Parongpong Kab. West Bandung. Tel. 022-2003141, 022-2018716, 085722095902.

The purpose and objective of establishing LKP SAE Cipta Mandiri is an extension of the government in helping to deal with people who are under economic pressure or unemployment, so that, they can have skills and do business independently. It includes empowering productive women by providing insights into the importance of education, which is not only formal education but also non-formal and informal education to change the existence of society to become advanced, prosperous and ethical.

Basically, the programs conducted by LKP SAE Cipta Mandiri are various and consisted of:

1. Developing young people to be trained to become professional photography practitioners.
2. Community development in digital marketing skills, a renewable marketing profession and a trend of online buying and selling culture in the millennial era.
3. Empowering women with training on bridal makeup, delivery, and culinary.
4. Personality and Entrepreneurship Development Training.

LKP SAE Cipta Mandiri has its own representative facilities and infrastructure, consisting of: (1) LKP Secretariat Building. (2) Parking yard. (3) Training learning room (Theory). (4) Practice Room, (5) Leadership Room. (6) prayer room (7) Warehouses, and (8) Toilets.

Online-based digital marketing training for youths of productive age was carried out by SAE Cipta Mandiri Course and Training Institute attended by 20 training participants and 5 instructors held on 13 October - 13 December 2020 Training costs for online-based digital marketing training came from blockgrant funds assisted by the Ministry Indonesian

Education and Culture through the Work Skills Education (PKK) program for the 2020 Fiscal Year.

In this online-based digital marketing training, the learning approach or strategy used by learning resources is a participatory andragogical approach, by providing the widest possible opportunity for students to be involved in planning, implementing and assessing training. Furthermore, because the motivation of the training participants is quite high, plus the experience the instructors have in providing training materials is quite good, the online-based digital marketing training process can run well.

The methods used in online-based digital marketing training are individual and group methods, the implementation is tailored to the needs of the field. All participants learn to receive training materials that are theoretical, and during the practice.

The training techniques used in this online-based digital marketing training are: (1) lecture method, (2) discussion method, (3) demonstration method, (4) simulation method, (5) assignment method (drill), and continued by internships in the partner institutions of LKP SAE Cipta Mandiri itself.

The media used in the online-based digital marketing training are: (1) source books on digital marketing; (2) Computer / Laptop; (3) internet; and (4) Infocus, and (5) other relevant media are used to facilitate the learning process in training.

It can be observed that the digital marketing training mechanism is not yet relevant to the theory in the scope of non formal education. This, considering that it is strongly influenced by real conditions in the field, can be explained as follows.

a. Learning Participants

The participants learn the implementation of the Digital marketing training program, namely: (1) The population of productive age (18-45 years) are all female, (2) Minimum education is graduated from elementary school or equivalent, (3) Has a willingness to study and work, proven by ability learning citizens, (4) Do not have permanent jobs, and (5) priorities are not far from program administrators. With this provision, training can reach underprivileged families who drop out of school and do not have skills.

b. Formulation of Training Objectives

Training or learning objectives are the most important thing to formulate, this is because: (1) objectives are the direction of all learning or training activities, (2) objectives are used as the basis for selecting and procuring appropriate learning or training elements, (3)) objectives are benchmarks in the evaluation of learning or training activities, meaning that learning or training activities are good, if the learning or training outcomes have brought learners to the predetermined learning or training objectives.

The organizers of training conveyed that the purpose of this digital marketing training is to provide knowledge, skills and attitudes of independence and an entrepreneurial spirit in learning citizens to work independently and create jobs. The formulation of training objectives set by the digital marketing training provider is indeed in line with the interests of most of the training residents. As stated by the training participants, the specific goals and reasons that prompted him to take part in the training were wanting to have knowledge, skills in the field of digital marketing and an attitude of independence and an entrepreneurial spirit to be able to do business through digital marketing.

c. The Arrangement of Training Programs

Training or learning programs are essentially the answers to learning problems faced by learning citizens. The focus of a learning or training program is the answer to four basic questions, namely: (1) What are the objectives to be achieved, (2) What material will be delivered, (3) What strategies will be used and (4) how the assessment will be carried out

(Ishak Abdulhak, 1995: 33). In adult education to achieve predetermined learning or training goals, learning citizens are involved in developing training programs.

The strategy or approach used in digital marketing training is based on adult learning, namely: an andragogical approach and a participatory approach (an approach that is oriented to learning citizens). Although in practice according to respondents it cannot be fully implemented in the learning process. Methods and learning techniques in digital marketing training, using group methods or individual methods, and using lecture, discussion, question and answer, demonstration, group work, assignment and field techniques. The media used in digital marketing training are: digital marketing props, digital marketing images, digital marketing goods accessories and digital marketing resource books. Digital marketing training facilities and infrastructure such as classrooms, practice rooms, desks, study chairs, whiteboards are available and adequate for training or learning activities.

Based on the theory of andragogy, especially in terms of involving learning participants in identifying training needs, formulating training objectives, planning or compiling training and evaluation programs, it can be assumed that in this digital marketing life skills training, learning citizens have not been involved or included in planning activities. training program as in the activities mentioned above. This of course will affect the level of success of the training objectives to be achieved.

3. Results of Online-Based Digital marketing Training for the Youths of Productive Age Conducted by SAE Cipta Mandiri Course and Training Institute

Overall, the participants learned the online-based digital marketing training successfully completed the training completely in accordance with a predetermined time period, namely 200 hours taken for 2 months with activities 6 times a week, 4 hours each from 08.00 - 12.00 AM Jakarta.

The success rate of the trainees in carrying out this online-based digital marketing training is described in the following table:

Table 4.5.

The Rate of Success of Online-Based Digital Marketing Training Program Graduates

Table 4.5.
The Rate of Success of Online-Based Digital Marketing Training Program Graduates

No	Names	Grades	Status
1.	Eko Setiawanto	A	Pass
2.	Ahmad Paisal	B	Pass
3.	Muhamad Santika	C	Pass
4.	Hanzel Zaki Alexander	A	Pass
5.	Rama	A	Pass
6.	Oki Zulfahmi	A	Pass
7.	Cucu Karwati	A	Pass
8.	Fanny Zelfia	A	Pass
9.	Dandi Nurdiansyah	B	Pass
10.	Rianto	A	Pass
11.	Muhammad Koni Rizkillah	C	Pass
12.	Faisal Saputra	B	Pass
13.	Purnama Sidik Nugraha	B	Pass
14.	Fitri Yani	B	Pass
15.	Sinta Mulyani	B	Pass
16.	Rizal Purnama	A	Pass
17.	Kelvin Adithia	A	Pass
18.	Raffi Ana Muhamadan	A	Pass
19.	Muhammad Rafli Saepudin	B	Pass
20.	Nike Winda Rachmandani	B	Pass

Source: Reports of Digital Marketing Training

This data shows that all learning citizens who took the online-based Digital Marketing Training passed all with varying graduation predicate scores. That way, learning citizens have acquired digital marketing knowledge and skills that can be used to be self-employed.

Discussion

Ciwaruga villagers are people who spend varied time using social media. Internet users now spend more than six hours online each day, and a third of that time is devoted to social media. The amount of daily time spent on social media is one of the most visible indicators of its presence, and the growth of digital activity support tools is increasing. visibility of the presence.

The young age group has the highest involvement of social media compared to other age groups. The reality will always be the most involved. They enjoy digital because it also makes it easier for them to adjust the duration of their screen. More than two-thirds of 16-24 year olds admit that they are continuously connected online, and more than a third also say that technology makes life more enjoyable.

Social media is a huge variety of different sites offering different features. This makes it difficult to generalize about the impact of social media, and this situation varies the abilities of social media users.

In the online-based digital marketing training conducted by LKP SAE Cipta independently, the planning process has been carried out well in line with the opinion of Wtterson (1965) in Djudju Sudjana (2000: 61) who argues that in essence planning is a conscious, organized and continuous effort. Gina chooses the best alternative from a number of alternatives to achieve certain goals.

Online-based digital marketing training is carried out through prior planning as a manifestation of the following functions: (1) to direct a program so that it can run smoothly, effectively and efficiently, (2) as a service in the form of procedures in achieving goals, (3) as a counterweight and on the components involved in it. Planning is the initial part of management, so planning is a very basic factor and determines the success of achieving training objectives. Without clear, measurable planning, we will not know for sure whether the training process that will be carried out is successful or not.

Comprehensive training planning demonstrates the effectiveness and efficiency of systems and processes, reflecting the components that are systematically interconnected and influence each other. The components include: (1) reasons why the training is being carried out, (2) the training objectives to be achieved, (3) actions to be carried out to achieve the training objectives, (4) the available support capacity, both human and non-human, (5) how the training process is carried out, and (6) the time needed to carry out the training.

Thus, it can be concluded that the planning of online-based digital marketing training has proven to be systematic in making decisions in actions taken in time to achieve predetermined training objectives. It is called systematic because planning is used by using certain principles, and these principles include the decision-making process of using scientific knowledge and techniques, as well as organized action or activity.

This digital marketing training was attended by participants from the adult group. In accordance with the theory of outside school education, it is most appropriate that this training be carried out based on the andragogical theory approach. Andragogy is a learning model for students by involving participants in learning activities or training. With the direct involvement of the participants in the learning or training activities, the learning or training process can be carried out well, because the key to the success of adult education is involvement / participation. This is in accordance with the opinion of Srinivasan (1979) that to achieve learning success, training providers should involve participants in: (1) identifying training needs, (2) formulating learning or training objectives, (3) developing learning or training programs, (4) evaluation learning or training activities. With the involvement of learning citizens in the four points of activity, the learning citizens will have high motivation, both in the learning process or training and in utilizing the learning or training outcomes after completing the training.

Implementation is all activities related to the implementation of training, especially the learning process in training including objectives, materials, methods, techniques, media, learning and evaluation activities as well as learning resources and learning citizens. The implementation of a learning activity, including training, is a process of transforming knowledge, attitudes and skills from learning resources to learning participants. The implementation of online-based digital marketing training is set according to its objectives, namely to provide knowledge, skills in the field of digital marketing and an attitude of business independence or entrepreneurship that supports the development of learning citizens' businesses. In fact, it is known that the implementation of the implementation is carried out effectively and efficiently, because it is in accordance with the scheduled time and produces the expected graduates.

The results of research in the field indicate that implementing this Digital Marketing training is a process of educational interaction between learning citizens and other learning components such as input for means, environmental input, raw input, and other input. This is in accordance with the opinion of Sudjana, D., (2000: 34–38) who states that the learning process that takes place involves the following components:

1. Instrumental input includes all possible sources and facilities for a person or group to carry out learning activities
2. Raw input, namely participants learn with various characteristics they have.
3. Environmental input, namely environmental factors that support or the running of educational programs.
4. Processes that involve the interaction between input means, especially educators and raw input, namely students (learning citizens)
5. Output, namely the quantity of graduates accompanied by the quality of behavior change that can be learned through learning activities.
6. Other input is the supporting factors that enables students and graduates to use their existing abilities to advance their lives.
7. Impact which concerns the results achieved by students / citizens and graduates.

The results of online-based digital marketing training are in line with the opinion of Sudjana, D., (2000: 20) who states that the level of achievement of the objectives of training targets is one indicator of the impact or effect of training. The higher the level of target achievement, the more significant the impact or influence of the research. The general objective of a training program becomes the main direction for program administrators and is a measure of

the success of the training program, usually formulated in a general, comprehensive, abstract manner and using instrumental verbs. Meanwhile, the specific objectives emphasize changes in the behavior of the training participants concerning the knowledge, skills, attitudes and values related to the competencies that the participants must have during and after the training. Specific objectives are stated in detail, concretely, changes in behavior can be measured and observed and formulated using transitive verbs.

Furthermore, Sudjana, D., (2000: 38) argues that the influence concerning the results achieved by learning citizens after carrying out the training process is: (1) changes in living standards marked by finding a job or entrepreneurship, increasing income, health and self-appearance, (2) teaching others about the learning outcomes that graduates have and are feeling for the benefits of graduates, (3) increasing their participation in social activities and community development in terms of participation of ideas, energy, assets and funds.

The results of data analysis show that the results shown by the learning participants before and after participating in digital marketing training are changes and improvements in living standards by getting the opportunity to work in accordance with the knowledge and skills in the field of digital marketing.

Furthermore, another form that is related to the results of this Digital Marketing skills training is that the graduated participants learn to become confident and sociable people in the community, so that they too can carry out activities by participating in social activities. This brings significant value benefits to social life and becomes a great potential for improving the quality of human resources and community development.

CONCLUSIONS

Based on the research results conducted by the writers, it can be concluded that :

1. Community Readiness of Around LKP SAE Cipta Mandiri in the Industrial Era 4.0 on the Use of Social Media

The Sundanese people are highly polite. They have the character of being warm, smiling, gentle and very respectful of their ancestors. In Sundanese culture, the magical balance is maintained by performing traditional ceremonies, while the social balance of the Sundanese people is by doing mutual cooperation in their social life. Modernization also affects the development of aspects of Sundanese life. When entering the era of the 4.0 generation industrial revolution, the community has increased connectivity, interaction and the development of digital and virtual systems, such as in the use of computers, cellphones, Facebook, WhatsApp, Instagram and other tools relevant to social media. Ciwaruga villagers spend varied time using social media. The younger the population, the higher the time spent playing social media. Social media is a huge variety of different sites offering different features, making it very difficult to generalize about the impact and vary the capabilities of social media users.

2. The Implementation of Online-Based Digital marketing Training for the Youths of Productive Age Conducted by SAE Cipta Mandiri

The purpose and objective of establishing LKP SAE Cipta Mandiri is an extension of the government in helping to deal with people who are under economic pressure or unemployment so that they can have skills and do business independently. Various programs are organized, one of which is online-based digital marketing training for young people of

productive age, a renewable marketing profession and a cultural trend of buying and selling online in the millennial era where the source of funding is assistance from the Indonesian Ministry of Education and Culture through the Work Skills Education program (PKK) Fiscal Year 2020. The learning strategy used by learning resources is a participatory andragogical approach, by providing the widest possible opportunity for students to be involved in planning, implementing and assessing training. The method used in this online-based digital marketing training is tailored to the needs of the field with all learning citizens receiving theoretical training material, and during practice.

3. The Results of Online-Based Digital marketing Training for the Youth of Productive Ages Conducted by SAE Cipta Mandiri

Overall, the participants of online-based digital marketing training and successfully completed the training completely. All of the training participants have successfully passed with a graduation predicate value that varies according to their respective competencies in the mastery of digital marketing knowledge and skills they receive. In general, the success of the graduates of the online-based digital marketing training program can improve the cognitive, affective and psychomotor domains. There are changes in them and an increase in their standard of living by getting the opportunity to work in accordance with their knowledge and skills in the field of digital marketing.

Based on research studies on online-based digital marketing training for youth of productive age, some suggestions can be made as follows:

1. Sundanese people upholds high politeness. Having the character of warm-heartedness, smiling, gentle and very respectful of their ancestors needs to be maintained and maintained by keeping abreast of the times that are dynamic and progressive in a positive manner with technological literacy.
2. The Implementation of online-based digital marketing training programs for youth of productive age have been successful enough. Hopefully, the learning resources or instructors will optimize the implementation of training programs which include approaches, methods, techniques, media, and evaluation of learning in training
3. The results of the online-based digital marketing training program for youth of productive age who have been successful enough are expected to be optimally improved by the organizers so that graduates have knowledge, social marketing skills and have an independent attitude and a more stable entrepreneurial spirit to enter the world of work or open their own jobs.
4. It is necessary to conduct further training as a development of the training that has been carried out, this is very supportive of gaining and expanding mastery in the field of Digital Marketing which is increasingly developing rapidly

REFERENCES

- Aditya Wardhana, Budi Ristandi K, Syahputra, (2015) Metode Riset Bisnis. Bandung : Karya Manunggal Lithomas.
- Akhyadi, A. S., & Kaswan. (2018). *Manajemen Program Pengembangan Sumber Daya Manusia*. (Y. Mulyadi, Ed.) (1st ed.). Bandung: UPI PRESS, UPT Penerbitan dan Percetakan - Universitas Pendidikan Indonesia.
- Agustina, L., & Nelloh, M. (2018). Proses Kewirausahaan dalam Motivasi Pencapaian dan Intensi “ E - Preneurs ” Mahasiswa Bisnis dan Manajemen. *Jurnal Kajian Ilmiah Universitas Bhayangkara Jakarta Raya*, 18(1), 85–94.

- Chabiba, N. (2017). Pengaruh Hasil Belajar Mata Pelajaran Produktif, Kemampuan Berkomunikasi Dan Sikap Wirausaha Terhadap Minat Wirausaha pada Siswa Smk Negeri Surabaya. *Jurnal Ekonomi Pendidikan Dan Kewirausahaan Vol. 5 No. 1 Hal 105-126 p-ISSN 2303-324X, e-ISSN 2579-387X, 5(1), 105–126.* <https://doi.org/http://dx.doi.org/10.4135/9781412961288.n337>
- Depdiknas RI, (2005), Kamus Besar Bahasa Indonesia, Edisi ketiga, Balai Pustaka, Jakarta
- _____, (2003), Undang-Undang RI No. 20 Tahun 3003 tentang Sistem Pendidikan Nasional, Jakarta
- _____, (2003), Modul Diklat Management of Trainers, Pusdiklat Pegawai Depdiknas, Sawangan Depok.
- Drucker, Peter. 1959. *Landmarks of Tomorrow*. New York: Harper & Brother
- Ife, J.W., 1995. *Community Development: Creating Community Alternatives-vision, Analysis and Practice*. Melbourne : Longman.
- Kamil, M.. (2007). *Mengembangkan Pendidikan Nonformal melalui PKBM di Indonesia (Sebuah Pembelajaran dari Kominkan di Jepang)*. Tsukuba: Criced University of Tsukuba
- Marzuki, M.S, (1992), *Strategi dan Model Pelatihan*, Malang : IKIP Malang.
- Moekijat, *Evaluasi Pelatihan Dalam Rangka Meningkatkan Produktivitas Perusahaan*, Bandung, Mandar Maju, 1990.
- Moleong, L.J. 2006. *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosda Karya
- Nana Syaodih Sukmadinata. 2005. *Metode Penelitian Pendidikan*. Bandung: Remaja Rosda Karya.
- Payne, M. 1997. *Social Work and Community Care*. London: McMillan.
- Pranaka dan Vidhyandika. 1996. *Pemberdayaan (Empowerment)*. Jakarta: Centre of Strategic and International Studies (CSIS).
- Purnomo, B. R. (2017). Efektifitas Pelatihan Kewirausahaan Dalam Meningkatkan Pengetahuan Dan Motivasi Berwirausaha Pada Penyandang Tunarungu. *Ekspektra, Jurnal Manajemen Dan Bisnis, 1(2017), 21–30*.
- Purwana, D. E. (2017). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, dan Menengah (UMKM). *Jurnal Pemberdayaan Masyarakat Madani (JPMM), 1(1), 1–17*.
- Rahardjo, Turnomo dkk. (2011). *Komunikasi 2.0 : Teoritisasi dan Implikasi*. Yogyakarta: ASPIKOM.
- Rivai, Veithzal. (2005). *Performance Appraisal*. Jakarta: PT Raja Grafindo Persada
- Robinson, B. dan Hanna, M.G. (1994) *Strategies for Community Empowerment. Direct Action and Transformatife Approach to Sosial Change Practice*. New York: The Edwin Mellen Press.
- Siagian, SP. (1996). *Manajemen Sumber Daya Manusia*. Bandung: Bumi Aksara.
- Simamora, H, (1997). *Manajemen Sumber Daya Manusia, Yogyakarta, Bagian Penerbitan STIE*.
- Slamet, M. 2003. *Pemberdayaan Masyarakat. Dalam Membentuk Pola Perilaku Manusia Pembangunan. Disunting oleh Ida Yustina dan Adjat Sudradjat*. Bogor: IPB Press.
- Sudjana, D., (1996), *Strategi Belajar Mengajar dalam Pendidikan Non Formal*, Bandung, Nusantara Press.
- _____, (1996), *Pendidikan Luar Sekolah Wawasan, Sejarah Perkembangan, Falsafah dan Faktor Pendukung*, Bandung, Nusantara Press.
- _____, (1996), *Strategi Pembelajaran dalam Pendidikan Luar Sekolah*, Bandung, Nusantara Press.
- Sugiyono. (2015). *Metode Penelitian Pendidikan, Pendekatan Kuantitatif, Kualitatif, dan R&D* (21st ed.). Bandung: ALFABETA, CV

- Sulistiyani, A.T. 2004. *Kemitraan dan Model-Model Pemberdayaan*. Yogyakarta: Gaya Media.
- Sumardjo, 1999. *Transformasi Model Penyuluhan Pertanian Menuju Pengembangan Kemandirian Petani. Kasus di Provinsi Jawa Barat [Desertasi]*. Bogor: Program Pascasarjana Institut Pertanian Bogor.
- Sumantri, S. (2000), *Pelatihan dan Pengembangan Sumber Daya Manusia*, Bandung, Fakultas Psikologi Unpad
- Tjiptono, F dan Diana, A, (1998), *Total Quality, Management*, Yogyakarta : Andi offset.
- Wether Jr., W.B. E. Davis, Keith, (1997). *Human Resource And Personel! Management, Fifth Edition Mc. Graw Hill, Inc.*
- Zimmerer & Scarborough. 2010. *Kewirausahaan dan Manajemen Usaha Kecil*, Salemba Empat.