

ABSTRACT

The preparation of the independence of orphans and poor people needs to be done early to prepare for the future which may require greater struggle than children who have complete parents. The goals to be achieved from this community service are : (1) Increase the knowledge of teenagers who live in orphanages about digital marketing, and (2) improving digital marketing skills so that they can become a living provision for teenagers living in orphanages in the Tangerang area. The participants are the senior high school students who live in the orphanages in Tangerang especially which are located around the campus of Universitas Mercu Buana. The output of the programs will be : (a) the ability to use photoshop for displaying photos, brochures as digital marketing content, (b) The ability to make online marketing in the form of a digital stall, and Scientific publications in journals / proceedings. Monitoring and evaluation are obtained using data and information collected using observation, interviews, and questionnaires before, during and after the workshop. The activity was attended by 14 students from Global Informatics High School which was managed by the Yakin Orphanage Foundation. Based on the evaluation results, the knowledge and skills in the use of digital marketing increased from about 47% to 73%. Although the increase in interest in selling online is relatively small, namely from 82% to 83%, however most of the participants have shown their interest in utilizing digital marketing in selling their products.

Keywords : orphan, orphanage, digital marketing, photoshop