



Universitas Mercu Buana  
Fakultas Ilmu Komunikasi  
Bidang Studi Public Relation  
Annisa Delalena  
44218210046

Workshop UMKM Go Digital: UMKM, *Cyber Public Relation*, *Copywriting*

### ABSTRAK

UMKM mempunyai peranan penting dalam kancah perekonomian Indonesia, namun datangnya pandemi Covid-19 berdampak negatif pada sektor UMKM, pelaku UMKM harus mencari strategi yang tepat agar dapat bertahan. Fenomena ini membuat penulis tertarik untuk mengambil judul tersebut, setelah melakukan riset penulis melihat masih banyaknya pelaku UMKM yang masih bingung dalam memperkenalkan produknya di Instagram seperti keterbatasannya pengetahuan mengenai *Cyber Public Relation* dan penulisan *Copywriting*.

Tujuan dari kegiatan *Workshop* ini adalah untuk meningkatkan pengetahuan mengenai bagaimana cara penulisan *Copywriting* yang baik dan benar di Instagram serta mendorong pelaku UMKM dalam membuat konten yang bervariasi agar nantinya para anggota Komunitas UMKM Pondok Melati dapat memperkenalkan produknya di Instagram secara maksimal.

Metode pelaksanaan yang diterapkan dalam kegiatan ini ialah sosialisasi, praktik serta pendampingan ini menggunakan komunikasi persuasif dan interaktif. Setelah seluruh kegiatan dilaksanakan penulis juga melakukan pendampingan dan monitoring selama 2 bulan melalui *Group Whatsapp*. Kegiatan ini diikuti oleh 16 peserta, dari kegiatan yang sudah dijalankan dapat dikatakan 12 peserta berhasil dalam mengaplikasikan *Copywriting* dan 4 anggota cukup berhasil.

Workshop *UMKM Go Digital* yang membahas mengenai *Cyber Public Relation* dan pelatihan *Copywriting* ini cukup berhasil. Hal ini dapat dilihat dari beberapa konten penulisan *Copywriting* para peserta yang sudah mulai berkembang sehingga mereka dapat menjalankannya secara mandiri.

**Kata Kunci:** UMKM, *Cyber Public Relation*, *Copywriting*



Mercubuana University

Faculty of Communication

Field of Study Public Relations

Annisa Delalena

44218210046

Go Digital UMKM Workshop: UMKM, Cyber Public Relations, Copywriting

### ABSTRACT

*MSMEs have an important role in the Indonesian economy, but the arrival of the Covid-19 pandemic has a negative impact on the MSME sector, MSME actors must find the right strategy in order to survive. This phenomenon made the author interested in taking the title, after doing research the author saw that there were still many MSME actors who were still confused in introducing their products on Instagram such as their limited knowledge of Cyber Public Relations and copywriting writing.*

*The purpose of this workshop activity is to increase knowledge about how to write good and correct Copywriting on Instagram and encourage MSME actors to create varied content so that later members of the Pondok Melati MSME Community can introduce their products on Instagram to the fullest.*

*The implementation method applied in this activity is socialization, practice and mentoring using persuasive and interactive communication. After all the activities were carried out, the author also provided assistance and monitoring for 2 months through the WhatsApp Group. This activity was attended by 16 participants, from the activities that have been carried out, it can be said that 12 participants were successful in applying Copywriting and 4 members were quite successful.*

*The Go Digital UMKM Workshop which discussed Cyber Public Relations and Copywriting training was quite successful. This can be seen from some of the participants' copywriting writing content which has begun to develop so that they can run it independently.*

**Keywords: UMKM, Cyber Public Relations, Copywriting**