

PENGEMBANGAN MEDIA SOSIAL DALAM MENINGKATKAN PENJUALAN UMKM SENI KRIYA KARYA ANAK BERKESULITAN BELAJAR DI JAKARTA

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Abstract

Children with Learning Disabilities (CLD) frequently encounter substantial challenges in building visibility and effectively marketing their products, mainly due to limited resources in promotion and branding. Over recent years, social media has become a pivotal platform for promoting a variety of businesses, including Micro, Small, and Medium Enterprises (MSMEs) managed by CLD. Social media enables these enterprises to reach wider audiences, boost public awareness of their offerings, and create a more solid and recognizable brand identity. However, effectively using social media requires strategies specifically designed to address the unique difficulties that CLD face. This study seeks to analyze the impact of social media in promoting MSME products managed by CLD and to identify effective strategies for increasing both visibility and sales. By focusing on social media, this research highlights key factors contributing to marketing success, such as the appeal of visual content, levels of audience interaction, and the selection of social media platforms most relevant to the MSME target audience. Grasping these strategic components is crucial for enabling CLD to unlock the full benefits of digital marketing, improve their competitive position, and create a sustainable business environment. Through these strategies, CLD are expected to enhance their digital presence, seize new market opportunities, and support the long-term success of the MSMEs they manage.

Keywords: Children with Learning Disabilities (CLD) , Craftsmanship, MSMEs, Sales, Social Media

Abstrak

Anak Berkesulitan Belajar (ABB) sering menghadapi kesulitan dalam memperoleh eksposur dan memasarkan produk secara optimal karena keterbatasan di bidang promosi dan branding. Saat ini, media sosial menjadi platform utama yang digunakan untuk