

- c. Memberikan edukasi pada pemilik UMKM tentang kegunaan dari sosial media dalam dunia usaha bahwa sosial media dapat dengan mudah dikendalikan dari mana pun dan waktu kapan pun
- d. Memberikan edukasi pada pemilik UMKM tentang pentingnya sosial media diterapkan dalam dunia usaha sehingga ada keinginan untuk menggunakan sosial media secara terus menerus
- e. Memberikan edukasi pada pemilik UMKM tentang pentingnya sosial media diterapkan dalam dunia usaha sehingga dapat meningkatkan produktivitas usaha dan dapat memperluas pasar sehingga membuka lapangan pekerjaan baru

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