

ABSTRAK

Fajar Azmi. *Peran Media Sosial dan Internet untuk Membantu Masyarakat Desa Tremas dalam Pemulihan Ekonomi Pasca Pandemi.* Skripsi. Pacitan: STKIP PGRI Pacitan, 2022.

Tujuan dari penelitian ini adalah untuk mengetahui : 1) Peran media sosial dalam membantu masyarakat Desa Tremas dalam pemulihan ekonomi pasca pandemi, 2) Bagaimana internet membantu masyarakat Desa Tremas dalam pemulihan ekonomi pasca pandemi, 3) perbedaan pendapatan sebelum dan sesudah menggunakan media sosial.

Jenis penelitian ini adalah penelitian kualitatif dengan teknik pengumpulan data menggunakan angket, wawancara dan dokumentasi secara langsung. Sampel penelitian adalah semua orang yang memiliki usaha sejumlah 15 pemilik usaha *online* dalam bidang pakaian dan makanan di lingkungan Rt 01/Rw 04 Dusun Karangasem, Desa Tremas, Kecamatan Arjosari, Kabupaten Pacitan, Jawa Timur. Instrumen yang digunakan dalam penelitian ini adalah angket *digital marketing* dan wawancara *digital marketing*. Teknik analisis data menggunakan model Miles and Huberman.

Hasil penelitian ini menunjukkan bahwa : 1) Media sosial sudah cukup baik digunakan untuk kegiatan pemasaran secara digital namun masih kurang aktif digunakan, masih tergolong monoton belum memanfaatkan secara penuh dan maksimal, 2) internet yang sudah memadai didukung dengan adanya *wifi* meskipun kadang mengalami gangguan namun tetap mendukung kegiatan pemasaran secara digital melalui media sosial IG, WA dan FB, 3) pendapatan sebelum pandemi sudah cukup baik untuk mencukupi kebutuhan hidup sehari-hari. Kemudian dengan adanya pandemi *covid-19* yang melanda ini, pendapatan menjadi turun sehingga para pemilik usaha menggunakan media sosial dan internet untuk memasarkan produknya sehingga pendapatan mereka meningkat kembali.

Kata Kunci : Media Sosial, Internet, Pendapatan, *Digital Marketing*, Pasca Pandemi.

ABSTRACT

Fajar Azmi. *The Role of Social Media and the Internet to Help Tremas Village Communities in Post-Pandemic Economic Recovery.* Thesis. Pacitan : STKIP PGRI Pacitan, 2022.

This research was motivated by a decrease in the income of entrepreneurs due to the pandemic. The purpose of this study was to find out: 1) The role of social media in helping the Tremas Village community in post-pandemic economic recovery, 2) How the internet helps the Tremas Village community in post-pandemic economic recovery, 3) the difference in income before and after using social media.

This type of research was a qualitative research with data collection techniques using questionnaires, interviews and direct documentation. The research sample were people who have a business consisting of 15 online business owners in the field of fashion and food in the neighborhood of Rt 01/Rw 04 Dusun Karangasem, Tremas Village, Arjosari District, Pacitan Regency, East Java. The instruments used in this research were questionnaires and interviews. The data analysis technique uses the Miles and Huberman model.

The results of this study indicate that: 1) Social media was good enough to be used for digital marketing activities, but it was still not actively used. It was still monotonous and had not been fully and maximally utilized, 2) the internet has been adequately supported by the existence of Wifi, although it sometimes experienced problems of disruption, but it still supports the digital marketing activities, through social media IG, WA and FB, 3) before the pandemic, the income was good enough to meet the needs of daily life. Then, due to the COVID-19 pandemic, the income has decreased, so the business owners used social media and internet to promote their products, so they improved compared to before they used them.

Keywords: *Social Media, Economic Recovery, Digital Marketing, Post Pandemic.*