



DINAS KEPEMUDAAN OLAHRAGA DAN PARIWISATA  
PROVINSI JAWA TENGAH  
PKKP TAHUN 2023



Nama Peserta : Muhammad Aris Widodo  
Kabupaten : KABUPATEN KEBUMEN  
Jumlah Penduduk : 6359  
Bulan/Tahun : April 2023  
Dicetak pada 26 April 2023

| Peluang Usaha | Rencana Usaha | Action / Eksekusi | Value Proposition | Customer Segment | Strategi Promosi | Strategi Distribusi | Jumlah Pembeli |              | Strategi Membina Hubungan Dengan Pelanggan | Pendapatan       |                        | Pengeluaran       |                         | Partner / Mitra       |                             | Asset          |                | Keterangan (Hasi usaha) | Komentar Mentor |
|---------------|---------------|-------------------|-------------------|------------------|------------------|---------------------|----------------|--------------|--------------------------------------------|------------------|------------------------|-------------------|-------------------------|-----------------------|-----------------------------|----------------|----------------|-------------------------|-----------------|
|               |               |                   |                   |                  |                  |                     | Pelanggan      | Pembeli Baru |                                            | Pendapatan Tetap | Pendapatan Tidak Tetap | Pengeluaran tetap | Pengeluaran tidak tetap | Partner / Mitra tetap | Partner / Mitra tidak tetap | Asset Berwujud | Tidak berwujud |                         |                 |
|               |               |                   |                   |                  |                  |                     |                |              |                                            |                  |                        |                   |                         |                       |                             |                |                |                         |                 |

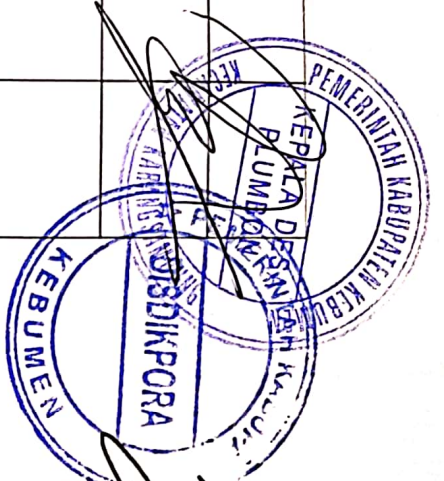
| Jasa<br>Pengiklanan<br>Instagram | Jasa<br>Pengiklanan<br>Instagram | Membuat<br>Akun Paid<br>Promote<br>Event<br>Mahasiswa | Posting<br>Feed dan<br>Story | Instansi<br>Pemerintah,<br>Pelajar,<br>Mahasiswa<br>dan Pemuda<br>pegiat<br>event, Baik<br>yang terlatih<br>Organisasi<br>di kampus,<br>komunitas,<br>Universitas<br>atau<br>birokrasi<br>yang<br>mengadakan<br>event. | Personel<br>Selling,<br>seluruh ini<br>saya bergeng<br>Jempol baik<br>Membuat<br>pihak<br>penyertakan<br>event yang<br>masih<br>berjalan.<br>Belum<br>diterima<br>cara lain<br>selain<br>personel<br>selling. | Membuat<br>konten yang<br>dibutuhkan<br>pelajar,<br>mahasiswa,<br>pemuda,<br>Instansi<br>pemerintah,<br>L. Ikon hari ini<br>tidaklah<br>semua bisa<br>diandalkan dari<br>buku dan<br>koran, namun<br>sudah muncul<br>lisensi digital<br>bersama segala<br>platform nya.<br>Sehingga<br>sangat<br>meningkatkan<br>dan relevan<br>jika ruang<br>ruang itu kita<br>isi dengan<br>pengertian<br>yang<br>dibutuhkan.<br>Ternasuk<br>membuat<br>konten edukasi<br>dan tips bagi<br>pelajar atau<br>mahasiswa.<br>Dengan<br>demikian akan<br>memudahkan<br>mereka untuk<br>update<br>informasi yang<br>semestinya<br>mereka<br>butuhkan di era<br>banyaknya<br>berkembang<br>informasi yang<br>tidak kita<br>bunkan<br>namun<br>kecenderungan<br>nya justru<br>mengganggu .<br>Membuat<br>konten edukasi<br>strategi<br>menjadi<br>perusahaan bagi<br>pemuda.<br>Dengan begitu<br>akan<br>meningkatkan<br>semangat<br>pemuda yang<br>bisa dikenalkan<br>tidak semua<br>pemuda<br>menempuh<br>pendidikan<br>tinggi. Maka<br>dengan cara ini<br>meningkatkan<br>mereka untuk<br>bisa<br>mengakses<br>informasi dan<br>tips muda<br>menjadi<br>perusahaan<br>..... | 15 | 5 | Selling save<br>nomor WA dan<br>kebagi tips<br>terkait dunia<br>event. Termasuk<br>baik tidaknya,<br>relevan tidaknya<br>satu event itu<br>diadakan.<br>Bekal tips<br>editing untuk<br>konten<br>flyer/realis<br>informasi event<br>supaya bisa<br>viral dan<br>menjangkau<br>banyak orang. | 1500000 | 20000 | 900000 | 210000 | Indiche<br>Corporation | DEM<br>kampus<br>se-<br>Indonesia | 2<br>Handphone | 20 Akun<br>Instagram | Peningkatan di<br>Instagram<br>sangat<br>kompetitif,<br>informasi<br>dan literasi<br>yang saya<br>bisa<br>menunjukkan<br>bahwa secara<br>umum<br>Instagram<br>nge-down...<br>Hanya akun-<br>akun yang<br>terlatih<br>yang bisa<br>survive di era<br>kompetitif.<br>Yang lainnya<br>dari<br>perubahan<br>Instagram<br>bisa<br>menangkap<br>60%<br>keuntungan<br>saya, sebelum<br>terakhir<br>banyak bisa<br>menover<br>40% saja dari<br>keuntungan<br>sebelum. | Petilas<br>kegiatan<br>promosi<br>dan<br>pemantauan<br>informasi<br>yang saya<br>jasa, Targetan<br>hasil yang<br>lebih<br>jelas |
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Mengetahui,

Peserta PKKP 2023

Tim Teknis PKKP 2023

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|-----------------------------------|--|
| Pembina Desa                      |  |
| Pembina Kabupaten                 |  |
| Disporpar Provinsi<br>Jawa Tengah |  |



Muhammad Arts Widodo

Daud Samsudewa