

## ENCOURAGING COMMUNITY BUSINESS DEVELOPMENT, PETROKIMIA GRESIK EQUIPS DIGITAL MARKETING TRAINING

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Petrokimia Gresik, an Agro-industrial Solutions company holding member of the Pupuk Indonesia, continues to encourage the development of community economic businesses through the "**Teman Nge-DM (Digital Marketing Course by Petrokimia Gresik)**" training program for 24 cadet coral administrators around the company, starting Tuesday – Thursday, September 20 – 22, 2022.

President Director of Petrokimia Gresik, Dwi Satriyo Annurogo said that the current digital era has brought changes in people's transaction patterns from conventional to digital. Instead of feeling threatened, according to him, business actors should be able to capture this phenomenon as an opportunity to expand their market reach.

"Through this program, Petrokimia Gresik seeks to encourage local youth to be able to use technology to run and develop their business," said Dwi Satriyo.

This activity presented three expert speakers in the field of digital marketing, to be specific Yoppie Ari W., Co-Founder of NF Team; Dimas R. Pamungkas, Owner of Bhre Production; and Rachmat Danny, Founder of Mamooku, which then continued with a hybrid mentoring program for the next two months.

The material provided included an introduction to digital marketing so that participants understand the benefits of digital marketing itself, photo and video-taking techniques using smartphones which have been a mandatory menu in digital marketing, as well as basic techniques for copywriting and using Google Ads. In addition, participants were also provided with material on how to sell and advertise on the marketplace and social media.

Anang, a young man from Karang Taruna Kelurahan Kroman, as well as the owner of Rest My Eyes Shoescare, admitted that he was greatly helped in terms of digitization after participating in this activity. According to him, digital marketing training is very useful in this 5.0 era.

"I am increasingly motivated to apply what has been learned related to digital marketing for business development, ranging from product photos and videos, sales transactions through e-commerce, to creating a Google business," he said.

Finally, Dwi Satriyo revealed, this activity further complements the company's efforts in improving the community's economy through Social & Environmental Responsibility (TJSL) and Corporate Social Responsibility (CSR) programs which have been packaged in the Mangga (Mitra Kebanggaan) program.

"MSMEs are a pillar of a people-based community economy. If there are many young people around the company who are successful in running their business online, it will certainly open up employment opportunities for others. This is the importance of this training so that the businesses of the community around the company are not left behind by technology and are increasingly advanced," concluded Dwi Satriyo.

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