

## **ABSTRACT**

*The main purpose of community service work practices (PKPM) organized by the Darmajaya Institute of Informatics and Business is to spur community development on the recovery and acceleration of MSMEs in the village of comparison, Rajabasa sub-district which was hit by the covid-19 outbreak by using the marketing observation method which aims to increase product sales. SMEs.*

*In the end, we succeeded in making changes in the product sales sector, which previously only sold goods and products in the conventional way, now turned into online sales and can help local communities in carrying out daily activities and provide insight into the knowledge of technology that we gained while studying at iib darmajaya.*

*The conclusion from the 30-day PKPM is that students are able to help people who are slumped by the covid-19 outbreak by helping increase product sales by utilizing e-commerce as a sales medium and during PKPM lasts from day one to completion the increase in sales slowly grows and people begin to recognize the product. which we sell by using advertising on social media.*

**Keywords**— PKPM, iib Darmajaya, Covid-19