

ABSTRACT

The MSIB program is a government program that focuses on developing human resources, especially for students with learning with industrial partners with a period of one semester. One of the MSIB programs is the Independent Studies program.

The National Export School Foundation is an export training institution that utilizes digital technology. The National Export School Foundation is one of the industry partners in collaboration with independent study programs, by providing learning, including the Digital Export Application track. Learning is carried out using synchronous and asynchronous methods as well as aspects of assessment based on the results of final exam scores, practicum scores and final assignment scores (Capstone Project).

The Digital Export application does not only study Digital Global Business, Digital Marketing, Digital Communication, Digital Payment and E-commerce, but this track also teaches the Foundation for Export Product Development, Facilitation of Export SMEs to Development of Export Digital Applications. Students are taught how to build an export business digitally. Now is the time to become a new modern and cool exporter with real practice in the international marketplace.

Keywords: Independent Study, Export School, Marketplace, Wordpress