

Abstract

The change from analog broadcasting system to digital broadcasting system is unavoidable. One of them is ADiTV, a local television station for the Special Region of Yogyakarta, which is currently in the process of switching to digital television, which will enter phase 2 in August, which will be discontinued for analog television broadcasts. The public needs to know information about digital television and what is needed to migrate to digital television in order to enjoy television broadcasts that are better than picture and sound. There is a necessary preparation before analog television broadcasting is stopped, especially to invite viewers to switch to television broadcasts digitally by preparing a set top box that will be connected to the television to convert the digital signal from the received broadcast. In general, the function of television is the same as that of other mass media, which is to provide information, educate, entertain, and invite. Television can also be a promotional medium for disseminating information. In the internship process, there are projects carried out by students from planning to implementation, namely the "Omah Bakoelan" program. In this program, students learn to make a production program that will be broadcast on television. Based on the results obtained, it is hoped that the program can help UMKM in increasing marketing.

Keywords: *Digital Television, Marketing Media, UMKM*