

Eza Anom Muflichin

Digital Business Study Program

Department of Business

ABSTRACT

Lanasan Hamlet in Gelang Village, Jember, faces environmental pollution problems due to the mismanagement of approximately 800 kg of daily livestock waste. To address this issue, the PKM-PM program was implemented to process the waste into alternative energy (biogas) and organic fertilizer. To ensure this technological innovation is properly understood and remains sustainable, this final project designs a structured documentation and media publication strategy. Through a participatory approach that includes observation, Focus Group Discussions (FGD), and community mentoring, the outputs produced include a visual identity (team logo), a digital educational platform via Instagram (@lowcost.biogas), audiovisual field documentation, and a Partner Guidebook. In conclusion, an appropriate media management strategy has proven highly effective in expanding educational reach, strengthening accountability, and ensuring program sustainability within the community.

Keywords: *Documentation, Media Management, PKM-PM, Biogas, Livestock Waste.*