

## **ABSTRACT**

### **SEMINAR OF INCREASING MSMEs MARKETING ON DIGITAL MEDIA IN THE 4.0 ERA (CASE STUDY ON MARKETING ASPECT)**

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## **ABSTRACT**

This seminar is an activity carried out to help students and the community gain knowledge about improving MSMEs through creative economy innovation. The seminar method was chosen because it is easier to deliver and more effective in receiving material. The general goal to be achieved in this final project is to implement a seminar on improving marketing for MSMEs that raises the topic of digital media in Era 4.0 and implementing the Marketing Devision, in order to realize a seminar that is in accordance with planning. Find and determine the criteria for sponsors and donors, determine promotional tools, know the planning and realization of promotional budgets, know the obstacles that occur, find solutions to the obstacles that occur and evaluate activities through questionnaires from participants. The project results show that the technical aspects of the work of the promotion department in carrying out activities are divided into several stages of determining the promotion budget, the obstacles that occur, the resolution of the obstacles faced and the project evaluation.

**Keywords:** Seminar, Media Digital, Marketing, Inovation, MSMEs, Promotion