

FINANCIAL REPORTING AND DIGITAL MARKETING
SUPPORT ON MSMEs IN DURI
(Case Study: Rumah Jahit Lestari

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ABSTRACT

The mentoring efforts of PHR-Polbeng-assisted MSMEs in Mandau District aim to improve the recording of financial statements and optimize MSME sales through digital marketing. As an example, a case study was conducted at Rumah Jahit Lestari Duri to illustrate how to practically implement the strategy. Assistance is carried out with a focus on increasing the effectiveness and efficiency of marketing MSME products and improving financial records. The main objective of the project was to support Rumah Jahit Lestari in improving their financial records and promoting MSME products through social media such as Facebook, Instagram, and WhatsApp. The assistance involves a strategy that focuses on utilizing social media to introduce products, gather feedback from customers, and increase MSMEs' online presence.

Keyword: Rumah Jahit Lestari, Financial Reporting, Digital Marketing, MSMEs.