

**UTILIZATION OF THE FINANCIAL REPORT  
IMPROVEMENT AND DIGITAL MARKETING TO  
INCREASE SALES OF MSMEs (CASE STUDY ON *RUMAH  
JAHIT LESTARI DURI*)**

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**ABSTRACT**

The purpose of the mentoring activities for PHR-Polbeng Assisted MSMEs in Mandau District is to help improve the recording of financial statements and increase MSME sales through digital marketing. A case study was conducted at Rumah Jahit Lestari Duri to provide a deeper understanding of the practical implementation of the strategy. The method of implementing this assistance is carried out by marketing MSME products effectively and efficiently, including improving financial records. The main objective of this final project is to help Rumah Jahit Lestari MSMEs improve the recording of financial statements and promote MSME products through social media such as Facebook, Instagram, and WhatsApp. This mentoring process includes strategies for using social media as a platform to introduce products, hear customer feedback, and increase MSMEs' online presence. With the integration of promotion through social media, it is expected that MSMEs can reach a wider target market and strengthen their competitiveness in the digital era.

**Keywords:** *Rumah Jahit Lestari, MSMEs, Financial, Riport, Digital Marketing.*