

IMPLEMENTATION OF DIGITAL MARKETING IN MSMEs “BOLU KEMOJO CITY SYAHRAINI ENI” BENGKALIS

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ABSTRACT

Information technology has now transformed the world of marketing by shifting conventional methods to the use of digital media. Culinary business plays an important role in Indonesia's creative economy, with three sectors accounting for more than 30% of the sector. Digital marketing helps in acquiring and retaining customers as well as building deeper relationships with them. The project is aimed at applying digital marketing to MSMEs Bolu Kemojo Syahraini Eni City Bengkalis. Then the project aims to know the application of digital marketing, marketing mix, SWOT analysis, as well as obstacles and solutions to MSMEs Bolu kemojo syahrainis Eni. The method of implementation of the project is a preparatory plan, implementation plan, completion plan, and project reporting plan. The project results showed significant improvements in google my business, facebook, and instagram, which positively influenced customer interaction. MSMEs accounts succeeded in increasing business visibility in MSMEs, indicating the effectiveness of digital marketing applications. It affirms that digital marketing has a major impact on product marketing and contributes to increased sales volumes for MSMEs. The obstacles faced were the selection of project locations, finding MSMEs willing to assist in digital marketing, and unstable internet connectivity occurred. The solution is to provide an explanation and convince the MSMEs stakeholders about the purpose, purpose of the project, as well as the positive benefits of digital marketing for MSMEs and ensure a stable wi-fi connection when uploading content.

Keywords: *digital marketing, MSMEs, google mybusiness, MSMEs Bolu Kemojo Syahraini Eni.*