

Implementation of Digital Marketing at Dapur Nora MSMEs in Bengkalis

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Abstract

The purpose of this project is to analyze the marketing mix, then find out the implementation of digital marketing at Dapur Nora UMKM in Bengkalis, then to find out the obstacles faced, and find out the solutions to the obstacles faced while working on the digital marketing implementation project at Dapur Nora UMKM in Bengkalis. This thesis project consists of 4 (four) methods and project completion processes consisting of project preparation plans, project implementation plans, project completion plans and reporting. The results of the project implementation are first knowing the SWOT analysis, STP analysis, creating Google My Business, compiling a content calendar, creating content, selecting social media, and selecting a Marketplace. The obstacles faced during the implementation of this project were the difficulty of communicating with UMKM owners because the owners were busy with their other activities and also the lack of quality in content creation due to lack of editing skills. Furthermore, the solution to the obstacles faced was to contact the UMKM owner through his child so that there was still communication and discussion about the project work, by editing content using an easy-to-use editing application.

Keywords: *Digital Marketing, Chips, UMKM, Business, Social Media*