

THE IMPLEMENTATION OF DIGITAL MARKETING AT CATERING “BANG RIDHO”

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Abstract

Not all food catering businesses in the city of Bengkalis implement digital marketing. One of the caterers that has not fully implemented digital marketing is Catering Bang Ridho. Bang Ridho Catering only uses location, promotes offline (word of mouth), and very rarely promotes via WhatsApp and Facebook stories. So it requires an effective digital marketing design as is currently being done. The implementation of digital marketing at Catering Bang Ridho is carried out through social media Instagram, Facebook, WhatsApp, and Google My Business and Marketplace Maxim. The aim of implementing digital marketing is to find out how the marketing mix is carried out, how digital marketing is implemented, and the obstacles and solutions during carrying out these activities. The results of implementing digital marketing at Catering Bang Ridho are knowing the marketing mix, SWOT analysis, STP analysis, successfully marketing through social media and Marketplace. Apart from that, it can reach more consumers, make marketing wider, get increased sales and income.

Keyword: *Digital Marketing, Catering, Social Media, Marketplace, Marketing, Bengkalis.*