

FINANCIAL REPORTING AND DIGITAL MARKETING ASSISTANCE ON MSMEs BY PT PHR ROKAN HILIR

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ABSTRACT

The purpose of the MSME mentoring activities by PT PHR-Polbeng in Bangko District is to improve the performance and success of MSMEs and support inclusive economic growth by helping to improve the recording of financial reports and increase MSME sales through digital marketing. increase MSME sales through digital marketing. The case study was conducted in Bangko District. Determining MSMEs located in Bangko District to be given a deeper understanding of the implementation of the strategy. Financial Reporting and Digital Marketing. The method of implementing this assistance is carried out by marketing MSME products effectively and efficiently, such as improving financial records. improving financial records. The main objective of this final project is to help MSMEs that meet the predetermined criteria to improve financial statement recording and promote MSME products through social media such as Facebook, Instagram, and promote MSME products through social media such as WhatsApp, Instagram, and Facebook. This mentoring process includes strategies for using social media to introduce products, input suggestions from customers, and increase the online media presence of MSMEs. With the promotion through social media, it is expected that MSMEs can reach a wider target market and strengthen their competitiveness in the digital era. competitiveness in the current digital era.

Keywords: MSMEs, Financial Statements, Digital Marketing.