

THE DEVELOPING OF DIGITAL MARKETING THROUGH AN ENGLISH WEBSITE TO INTRODUCE BENGKALIS MICRO, SMALL, AND MEDIUM ENTERPRISE (MSME) PRODUCT

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ABSTRACT

This research aims to develop digital marketing through an English website. This research is categorized into Research and Development (R&D) research. Here is a The study begins by examining the current marketing strategies used by MSME entrepreneurs in Bengkalis, revealing that the majority of them rely on social media as their primary promotional medium. Furthermore, the study investigates the importance of website design elements in creating a positive impression of MSME products, finding that attractive images and visuals, soft colors, and animation or moving visual effects are highly valued by MSME entrepreneurs. Based on these findings, a digital marketing tool in the form of a website named "Bengkalis MSME" was developed, featuring a range of features including home, category data, search, and login functions. The website was designed to be user-friendly, easy to navigate, and visually appealing, with a focus on showcasing the products and services offered by MSME entrepreneurs in Bengkalis. The results of the study demonstrate that the website is effective in promoting MSME products, with users expressing satisfaction with its speed, ease of use, and appearance. The study's findings contribute to the development of digital marketing tools for promoting MSME products in Bengkalis, and provide valuable insights into the preferences and needs of MSME entrepreneurs in terms of website design and promotional strategies.

Keywords: Research and Development (RND), Digital Marketing, MSME. Website