

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Bengkalis, a district in Indonesia is home to many MSMEs that have the ability to develop and grow. However, many MSMEs in Bengkalis still face challenges in making good use of virtual advertising capabilities. one important element that affects this is the constrained statistics and capabilities in utilizing digital technology.

The marketing of MSME (Micro, Small, and Medium Enterprise) products in Indonesia still faces various challenges. One of the most common challenges is how to introduce MSME products to a wider market and increase public awareness of these products. In recent years, traditional marketing is still the most common strategy used by MSMEs to promote their products. Traditional marketing strategies are still used by MSMEs to promote their products. However, traditional marketing strategies have several disadvantages. One of the main disadvantages is that the cost required to develop traditional marketing strategies is very high. In addition, traditional marketing strategies also have limitations in introducing products to a wide market and increasing public awareness about the product.

In this digital era, digital marketing strategies have become a more effective alternative to promote MSME products. Digital marketing strategies such as social media, email marketing, and search engine optimization (SEO) can help MSMEs increase public awareness about their products at a lower cost. In addition, digital marketing strategies can also help MSMEs reach a wide market and increase sales. By focusing on the Bengkalis region, this research seeks to contribute to the knowledge of how digital marketing can help the improvement and development of MSMEs in Indonesia, which in turn can increase their competitiveness in the global market.

This research aims to explore the development of a digital marketing strategy through an English website to introduce the products of Bengkalis MSMEs. The main objective is to see how virtual marketing can be used efficiently to promote MSME products, increase their visibility and boost their sales. This research will also look at the challenges faced by MSMEs in implementing digital marketing strategies and provide recommendations to improve their online presence.

This research tries to analyze MSMEs in the Bengkalis area, what they need and want in marketing their products. Especially with the development of the times, MSMEs definitely need sophisticated marketing tools to market their products. Analyzing it by means of observation, questionnaires and interviews with several MSMEs in Bengkalis sub-district. The data that has been obtained from MSMEs will be useful material for continuing further research. The main purpose of the research is to develop a digital marketing tool to help and introduce MSME products in Bengkalis through the website.

## **2.1 Formulation of the Problem**

Based on the background stated above, the problem that arise in this study are as follows:

1. How do MSME in bengkalis currently market their products?
2. How is the use of design on the website to market MSME products in Bengkalis?
3. How do users respond to website products that are made?

## **3.1 Scope and Limitation of the Problem**

Based on the background and problem identification above, the scope of this research is to develop MSME products in the Bengkalis District area. This research will try to develop digital marketing through an English website to introduce MSME in the Bengkalis District area.

## **4.1 Purpose of the Study**

Based on the formulation of the problem above, the purpose of this study are as follows:

1. To know how MSME in bengkalis are currently marketing their products.
2. To know the use of design on the website to market MSME products in Bengkalis?
3. To know users respond to website products that are made

## **5.1 Significance of the Study**

Based on the information of the problem above, the significance of the study as follows:

1. For Researchers

To know and learn about the development of digital marketing and information materials for the future.

2. For MSME

As learning and motivation to improve the quality of sales promotion of a product through digital marketing.

3. For Readers

As a means to increase insight and knowledge regarding supporting aspects in marketing an MSME product.