

**WORKSHOP DIGITAL MARKETING OF REVOLUTION 4.0
ON MSMEs (Case Study on UMKM Binaan PT. Kilang
Internasional RUU II Sungai Pakning)**

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ABSTRACT

Workshop is an activity that is deliberately held to solve a particular problem by discussing or giving opinions between one member and another. Workshops usually have a focus on a specific topic, which those who attend can actively participate. Workshops are often conducted through dialogue with a workshop moderator or through a more formal presentation of research findings. Usually the participants are not beginners in the topics being discussed in tertiary institutions, workshop classes are usually reserved for students who have reached the upper level. The purpose of this final project is to find out what branding is and how to brand a product, and also teach the application of digital marketing to every MSME product. This final project uses 4 (four) methods consisting of project preparation plans, project implementation plans, completion plans and project reporting plans. The results of the initial plan for this workshop were to help and teach product branding and also teach the use of Google Business, Instagram Business, and also make brochures or pamphlets for distribution.

Keywords : Workshop, UMKM, Digital Marketing, and Revolution 4.0