

# **“IMPLEMENTATION MARKETING 4.0 ON MSMEs FOSTERED PARTNER OF PT KILANG PERTAMINA INTERNATIONAL RUU II SUNGAI PAKNING”**

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## **ABSTRACT**

The rapid development of technology in the era of the industrial revolution 4.0 has become one of the most important things in the world of digital marketing because it is very influential in the product marketing process from offline to online in the production sector in the industrial world. This study aims to carry out the process of implementing digital marketing for MSMEs as a good strategy to compete in the era of the industrial revolution 4.0. This project focuses on how to implement and use digital marketing for MSMEs and use existing market places as a place for the buying and selling process for consumers. The specific objectives of this project to be achieved are to find out the problems and solutions faced from the initial process of implementing digital marketing, to improve the most effective promotional services in product marketing and also assisting in the creation and management of digital marketing. The results of this project are the implementation of digital marketing by creating accounts on social media in various existing market places and platforms and also promoting MSMEs products assisted by PT. Kilang Pertamina International RU II Sungai Pakning.

**Keywords:** MSMEs, Digital Marketing, and Revolution 4.0