

DIGITAL MARKETING IMPLEMENTATION IN “UMKM WARUNG SATE AIRA”

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ABSTRACT

This project aims to implement a digital marketing strategy at the Warung Sate Aira UMKM in Bengkalis to increase business competitiveness and expand market reach. The method used is descriptive qualitative through observation, interviews, and documentation. SWOT analysis shows that the main strength of this UMKM lies in the distinctive taste of satay, strategic location, and loyal customers, despite facing challenges such as high competition, operational costs, and less than optimal digital promotion. Through the STP approach, this business targets all levels of society from various backgrounds and culinary lovers, and positions itself as a chicken satay culinary served warm with superior taste quality. The marketing mix strategy is carried out by strengthening products with attractive flavors and hygienic processing, setting affordable prices, utilizing strategic locations and digital platforms such as Instagram and Maxim, and direct and digital promotions. The project results show an increase in business visibility, higher customer interest, and stronger brand awareness. The contribution of this project is the formulation of a practical and sustainable digital marketing strategy for culinary UMKM in facing market competition in the digital era.

Keywords: *SWOT Analysis, STP (Segmenting, Targeting, Positioning), Marketing Mix, Digital Marketing, MSMEs Warung Sate Aira*