

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Project

The rapid development of information and communication technology in this digital era has brought significant changes in various sectors of life, including the economic sector. One sector that has felt the impact of this development is Micro, Small and Medium Enterprises (MSMEs). MSMEs play an important role in the Indonesian economy, especially in job creation and poverty reduction. However, many MSMEs have not optimally utilized digital technology in their marketing activities. (Central Bureau of Statistics, 2021).

Micro, Small and Medium Enterprises (MSMEs) are productive businesses owned by individuals or business entities that have been categorized as micro enterprises. More clearly, the definition of MSMEs is regulated in Law of the Republic of Indonesia No. 20/2008 on MSMEs. The law states that MSMEs are types of micro, small and medium enterprises. With small capital, MSME actors spearhead the economy of the community in an area and have a good impact on the region. Indonesia's economy is largely supported by the MSME sector (Firmansyah, *et al.*, 2019). This is supported by the existence of those who specifically manage MSME actors, namely the Ministry of Cooperatives and SMEs, and the Ministry of Tourism and Creative Economy (Kemenparekraf). There is a strong reason why there are two ministries that participate in the management of MSMEs, namely MSMEs can absorb approximately 97% of the national workforce (Firmansyah, *et al.*, 2019).

In Mandau District, Duri, there are various MSMEs that have the potential to develop, one of which is the Tiga Bersaudara and Azzahra Kemojo Duri MSME. This MSME is a mentor of Politeknik Negeri Bengkalis (Polbeng) through the Digital Marketing Assistance program implemented by PHR (Pertamina Hulu Rokan). This program aims to improve the digital marketing skills of MSME players so that they can compete in a wider market. (Pertamina Hulu Rokan, 2022).

In an effort to increase sales and profits of Tiga Bersaudara and Azzahra Kemojo Duri MSMEs, more specific assistance is needed and focuses on the use of digital marketing. This assistance can help these MSMEs understand and apply digital marketing effectively to increase their sales and profits.

Even though digital marketing can provide an assortment in benefits such as more market reach, cost efficiency, and ease to gauge marketing effectiveness, many MSMEs still lack understanding of these strategies, which makes this help with digital marketing extremely important. It is expected that this assistance will assist Tiga Saudara and Azzahra Kemojo Duri MSMEs increase their product's market share and increase sales.

In this research, we will provide digital marketing assistance to Tiga Saudara and Azzahra Kemojo Duri MSMEs in Duri, Mandau District. We will analyze the use of digital marketing in Tiga Saudara MSMEs and how digital marketing assistance can help increase their sales and profits. The results of this research are expected to contribute to the development of MSMEs in Indonesia, as well as help Tiga Saudara and Azzahra Kemojo Duri MSMEs increase their sales and profits.

Through this case study, it is hoped that an overview of the effectiveness of the digital marketing assistance program carried out by PHR-Polbeng can be obtained. (Politeknik Negeri Bengkalis, 2023).

In addition, this study also aims to identify the challenges faced by MSMEs in implementing digital marketing, so from the above background,. It is envisaged that by comprehending the company's advantages and disadvantages as well as external possibilities and threats, the appropriate solutions to use digital technology to increase market reach and boost Tiga Saudara goods' competitiveness would be developed the researcher will raise the title, namely: "**Digital marketing assistance for MSMEs assisted by PHR-Polbeng in Duri, Mandau District (Case study of Tiga Saudara and Azzahra Kemojo Duri MSMEs)**".

## **1.2 Identification of the Project**

Based on the explanation in the background above, it can be concluded that the problem is: How to conduct digital marketing assistance by PHR-Polbeng for Tiga Saudara and Azzahra Kemojo Duri MSMEs.

## **1.2 Purpose of the Project**

### **1.2.1 General Purpose**

The general objectives of this proposal are to Based on the explanation in the background above, it can be concluded that the problem is doing digital marketing activities for Tiga Saudara and Azzahra Kemojo Duri MSMEs.

### **1.2.2 Specific Purpose**

The specific objectives of this digital marketing assistance to MSMEs are as follows:

1. Create a Profile Business Tiga Saudara and Azzahra Kemojo Duri MSMEs Duri, Mandau District.
2. Create a Digital Marketing activities for Tiga Saudara and Azzahra Kemojo Duri MSMEs.
3. Create a catalog of menus sold by Tiga Saudara and Azzahra Kemojo Duri MSMEs in the application of digital marketing.
4. Create a monthly logbook for Tiga Saudara and Azzahra Kemojo Duri MSMEs.
5. Create a Financial Report to Tiga Saudara and Azzahra Kemojo Duri in Duri Mandau District

## **1.3 Significance of the Project**

Based on the identification, the meaning of the project that the author will raise is:

1. For MSMEs : Providing practical guidance and strategies that MSMEs can implement to improve their digital marketing effectiveness.
2. For Academics : Adding to the literature and research on the implementation

of digital marketing in MSMEs in Indonesia, particularly in the culinary sector.

3. For Authors : Contributing to professional development and establishing expertise in the field of MSMEs digital marketing, particularly within the Indonesian culinary sector
4. For PHR Polbeng  
Providing useful data and feedback to enhance their mentorship and digitalmarketing training programs.

### **1.5 Time and Place of Project Implementation**

This project conducted in Duri, Mandau District, focusing on the Tiga Saudara and Azzahra Kemojo Duri MSME that has been mentored by PHR Polbeng. The project is planned to be carried out over 3 months, starting from 1 week after the Odd Semester Midterm Examination (Semester 7) and the implementation location is Jl. Swadaya Duri City, Mandau District.

### **1.6 Writing System**

The systematic writing of this Digital Marketing Assistance project (Case Study of Tiga Saudara MSMEs) is as follows:

#### **CHAPTER 1: INTRODUCTION**

Chapter 1 describes the background of the project, project formulation, project objectives, project benefits, time and place of project implementation and the systematic writing of the report.

#### **CHAPTER 2: LITERATURE REVIEW**

Chapter 2 describes the general and specific theories in the final project report, namely for general theories that explain the identification of business planning, and for specific theories that explain the identification of marketing.

#### **CHAPTER 3 : METHOD AND ACCOMPLISHMENT PROCESS**

Chapter 3 This chapter outlines the research approach and techniques used in the study. It explains the research design and details the participants involved. It describes the data collection

methods and the tools used to gather information. Finally, it explains how the data will be analyzed to derive insights and conclusions.

#### **CHAPTER 4: RESULTS AND DISCUSSION**

Chapter 4 describes the profile of business activities, reports on the implementation of project activities including project preparation, project implementation, project completion, project reporting and marketing reports.

#### **CHAPTER 5: CONCLUSION AND SUGGESTIONS**

Chapter 5 outlines the conclusions and suggestions following the project.

#### **REFERENCES**

#### **APPENDICES**

#### **WRITER BIOGRAPHY**