

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Project**

The rapid expansion of digital technology has dramatically altered the corporate landscape, particularly for Micro, Small, and Medium Enterprises (MSMEs). The internet, social media, and mobile applications have transformed how businesses operate and interact with customers, creating significant opportunities for MSMEs to broaden their market reach, streamline operations, and increase competitiveness (Smith & Anderson, 2022; Johnson & Parker, 2023).

MSMEs can use digital technology to overcome geographical barriers and reach a larger audience via e-commerce platforms and social media. These solutions enable direct customer contact and input, resulting in stronger relationships and brand loyalty (Smith & Anderson, 2022).

Digital solutions improve the efficiency of company processes. Inventory management systems, finance software, and customer relationship management (CRM) solutions all help to automate operations, decrease manual errors, and save time. Improved efficiency leads to increased production, allowing MSMEs to better deploy resources and focus on strategic growth areas (Johnson & Parker, 2023).

MSMEs play an important role in Indonesia's economy, contributing significantly to growth and development. Despite their relevance, many Indonesian MSMEs fail to adopt digital technology, limiting their market competitiveness (Lee & Lee, 2022). This digital gap is especially noticeable in traditional marketing tactics, which frequently lack the reach and impact of digital marketing initiatives (Chen & Tan, 2023).

MSME Rezky Bunda, based in Duri, Mandau Regency, demonstrates the problems local companies face when using digital marketing. The company, which makes a local specialty called dendeng made from cassava leaves as well as

dumpling chips, has long used traditional marketing techniques. These techniques have hindered the company's market penetration and growth potential.

To address this issue, Pertamina Hulu Rokan (PHR) and Politeknik Negeri Bengkalis (Polbeng) have launched a mentoring program to help MSMEs such as Rezky Bunda and Bakpia Celsy MSMEs improve their digital marketing capabilities. PHR Polbeng offers the experience and resources needed to facilitate digital transformation (PHR Polbeng Profile, 2022).

This mentorship program provides useful resources and help to MSMEs (Micro, Small, and Medium Enterprises) looking to boost their digital marketing efforts. This program provides extensive training sessions on a number of tools and approaches, as well as personalized mentoring and continuing support, to equip participants with the skills and knowledge required to successfully traverse the complexity of digital marketing.

From goal setting to strategy development and effective implementation, this hands-on approach appears to be customized to the specific needs and challenges that MSMEs encounter in the digital environment. It's encouraging to see efforts that attempt to help small businesses prosper in an increasingly competitive online world.

Thus, the research findings show that the application of Digital Marketing Assistance by PHR-Polbeng in Duri, Mandau Subdistrict, has had a substantial impact on MSMEs' business development, particularly in the case of Rezky Bunda and Bakpia Celsy. The use of digital technology has created new opportunities for MSMEs to improve the visibility and accessibility of their products, get a larger market share, and raise competitiveness in the digital age. It is believed that the findings of this study would serve as a foundation for developing more successful methods to promote MSMEs through the use of digital technology, as well as stimulating the development of more sustainable innovation.

This reason interests the author to conduct a thorough examination of the internal and external environment of Rezky Bunda and Bakpia Celsy MSMEs as well as market analysis. The purpose of this study is to determine the critical

elements that influence digital marketing success and develop practical tactics to increase sales. It is hoped that by understanding the company's strengths and weaknesses as well as external opportunities and threats, appropriate solutions for using digital technology to increase market reach and improve the competitiveness of the products can be developed. Therefore, the title of this research is “Digital Marketing Assistance for PHR-Polbeng Assisted MSMEs in Duri Village, Mandau District (Case Study of Rezky Bunda and Bakpia Celsy MSMEs).”

## **1.2 Identification of the Project**

How to conduct digital marketing activities at the Rezky Bunda and Bakpia Celsy MSMEs in Duri, Mandau District.

## **1.3 Purpose of the Project**

The purpose of this project are divided to into 2 (two), namely the main purpose and specific purpose. Thr purpose of the project are as follows :

### **1.3.1 General Purpose**

conducting digital marketing activities at Rezky Bunda and Bakpia Celsy MSMEs in Duri, Mandau District.

### **1.3.2 Specific Purpose**

To support the development of Rezky Bunda and Bakpia Celsy MSMEs in Duri, several steps need to be taken to make their businesses better known and more efficient. These steps include :

1. provide Profile Business to Rezky Bunda and Bakpia Celsy MSMEs in Duri, Mandau District.
2. Conducting digital marketing to Rezky Bunda and Bakpia Celsy MSMEs in Duri, Mandau District.
3. Create a catalog product to Rezky Bunda MSMEs and Bakpia Celsy in Duri, Mandau District.

4. Create a logbook digital marketing to Rezky Bunda and Bakpia Celsy MSMEs in Duri, Mandau District.
5. Create a Financial Report to Rezky Bunda MSMEs and Bakpia Celsy in Duri, Mandau District.

#### **1.4 Significance of the Project**

This project is significant in several aspects:

1. For MSMEs : Providing practical guidance and strategies that MSMEs can implement to improve their digital marketing effectiveness.
2. For PHR Polbeng : Providing useful data and feedback to enhance their mentorship and digital marketing training programs.
3. For Academics : Adding to the literature and research on the implementation of digital marketing in MSMEs in Indonesia, particularly in the culinary sector.
4. For Authors: Contributing to professional development and establishing expertise in the field of MSME digital marketing, particularly within the Indonesian culinary sector.

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

This project focuses on increasing the effectiveness of digital marketing of Rezky Bunda and Bakpia Celsy MSMEs in Duri, Mandau District, which is mentored by PHR-Polbeng. The project will be implemented over a period of three months, from September to November 2024.

#### **1.6 Writing System**

The writing systematics of the final project on Digital Marketing for MSMEs Rezky Bunda and Bakpia Celsy is as follow :

## **CHAPTER 1 : INTRODUCTION**

This chapter introduces the project by providing background information and identifying the project's key elements. It outlines the project's purpose, motivations, and intended goals, highlighting its significance and potential impact. The chapter specifies the time and place of the project implementation, detailing the scope and context. Additionally, it describes the writing system used for consistency and readability throughout the document.

## **CHAPTER 2 : LITERATURE REVIEW**

This chapter reviews the theoretical foundations and existing research related to the project. It starts by defining digital marketing and its theoretical perspectives. It then examines the role of digital marketing in the development of Micro, Small, and Medium Enterprises (MSMEs), using case studies from Indonesia to illustrate real-world applications.

## **CHAPTER 3 : METHODS AND ACCOMPLISHMENT PROCESSES**

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.

## **CHAPTER 4 : RESULT AND DISCUSSION**

This chapter presents the research findings and provides an in-depth analysis. It begins with an analysis of the internal and external conditions affecting MSMEs. It evaluates the effectiveness of digital marketing strategies and their impact on businesses. The chapter also analyzes the impact of PHR Polbeng's mentorship program, integrating the findings with the literature reviewed to discuss their implications.

## **CHAPTER 5 : COCLUSION AND SUGGESTION**

This chapter summarizes the key findings of the research and provides actionable insights. It offers conclusions based on the

research objectives and questions. The recommendations section provides practical advice for MSMEs, PHR Polbeng, and other stakeholders to enhance digital marketing and mentorship programs.

## **REFERENCES**

## **APPENDICES**

## **WRITER BIOGRAPHY**