

**DIGITAL MARKETING ASSISTANCE FOR MSMES
ASSISTED BY PHR-POLBENG IN DURI MANDAU
DISTRICT (CASE STUDY OF MSMES MUTIARA
SIKUMBANG & PKK MANDAU)**

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ABSTRACT

The purpose of the MSME mentoring activities by PT PHR-Polbeng in Duri is to identify the effectiveness of digital marketing mentoring on the development of micro, small and medium enterprises (MSMEs) assisted by PHR-Polbeng in Mandau District, Bengkalis Regency. This assistance significantly increases the visibility of MSME businesses, attracts new customers, and maintains the existing customer base. In addition, this activity helps MSMEs improve professionalism through training in financial management and content production. The methods used include planning marketing strategies, creating product catalogs, profile videos, and managing social media platforms such as Instagram, Facebook, and TikTok. The main objective of this final project is to assist MSMEs that meet certain criteria in promoting their products through social media such as Instagram, TikTok, and Facebook. This mentoring process includes strategies for using social media to introduce products, receive customer suggestions, and improve the online media presence of MSMEs. By promoting through social media, it is expected that MSMEs can reach a wider target market and strengthen their competitiveness in today's digital era.

Keywords: *MSMEs, Digital Marketing, Marketing Strategy.*