

IMPLEMENTATION OF DIGITAL MARKETING FOR THE KEBAB UMMI MSME

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Abstract

This study aims to implement digital marketing at Kebab Ummi MSME in Bengkalis Regency through the utilization of digital media as a marketing strategy. The implementation was carried out using SWOT analysis, STP (Segmentation, Targeting, and Positioning), the creation of a Google Business Profile, content calendar planning, promotional content creation, and the use of Instagram (kebabummi_), TikTok (kebabummi), and the Maxim Marketplace as digital marketing platforms. The research employed a descriptive method with an implementation approach by applying digital marketing strategies to the research object. The results showed that the implementation of digital marketing was able to increase the visibility of Kebab Ummi MSME, expand its market reach, improve customer engagement, and positively impact sales growth and the business image. The challenges encountered during the implementation included limited time, lack of experience in managing social media, and limited resources. These challenges were addressed through content calendar planning, the use of supporting applications for content creation, and regular evaluation of digital marketing activities. Based on the findings, it can be concluded that the implementation of digital marketing is an effective strategy for supporting business development, enhancing competitiveness, and expanding the market reach of Kebab Ummi MSME in the digital era.

Keywords: digital marketing, Google Business Profile, Instagram, TikTok, MSME.