

IMPLEMENTASI *DIGITAL MARKETING* DAN INOVASI DESAIN KEMASAN PRODUK UMKM DOA IBU DI DESA DELUK

Nama : Aldi Darmawan
Nim : 5604221045
Dosen Pembimbing : Erma Domos, B.A., M.TCSOL

ABSTRAK

Proyek akhir ini bertujuan menganalisis kondisi usaha serta mengimplementasikan strategi pemasaran digital dan inovasi desain kemasan pada UMKM Doa Ibu di Desa Deluk, Bengkalis. Metode yang digunakan adalah pendekatan melalui observasi, wawancara, dokumentasi, dan implementasi program. Analisis dilakukan menggunakan SWOT, *Segmentation, Targeting, Positioning* (STP), serta bauran pemasaran (4P). Hasil menunjukkan bahwa UMKM memiliki kekuatan pada kualitas produk, cita rasa khas, legalitas usaha, dan kepercayaan pelanggan, namun masih menghadapi kelemahan dalam promosi digital dan desain kemasan. Implementasi *digital marketing* melalui *Instagram Business*, *Facebook Business*, *WhatsApp Business*, *Google My Business*, dan Facebook Market *place* berhasil meningkatkan jangkauan promosi, interaksi konsumen, serta pendapatan usaha dari sekitar Rp4.550.000 menjadi Rp5.200.000. Inovasi kemasan berbentuk *standing pouch* dengan desain label yang lebih modern turut meningkatkan daya tarik produk dan memperkuat identitas merek. Meskipun terdapat kendala berupa keterbatasan jaringan internet, kemampuan pengelolaan media digital, dan waktu promosi, seluruh kendala dapat diatasi melalui pendampingan dan perencanaan konten. Hasil proyek menunjukkan bahwa penerapan digital marketing dan inovasi kemasan mampu meningkatkan daya saing serta mendukung pengembangan UMKM Doa Ibu secara berkelanjutan.

Kata Kunci: UMKM, *digital marketing*, inovasi kemasan, SWOT, bauran pemasaran.

IMPLEMENTATION OF DIGITAL MARKETING AND PRODUCT PACKAGING DESIGN INNOVATION FOR DOA IBU MSMES IN DELUK VILLAGE

Student Name : Aldi Darmawan
Student ID Number : 5604221045
Supervisor : Erma Domos, B.A., M.TCSOL

ABSTRACT

This final project aims to analyze the business situation and implement digital marketing strategies and packaging design innovations for the MSME Doa Ibu in Deluk Village, Bengkalis. The methodology employed involved observation, interviews, documentation, and program implementation. Analysis was conducted using SWOT, Segmentation, Targeting, and Positioning (STP), as well as the marketing mix (4P) framework. The results indicate that the MSME possesses strengths in product quality, distinctive taste, business legality, and customer trust, yet faces weaknesses regarding digital promotion and packaging design. The implementation of digital marketing utilizing Instagram Business, Facebook Business, WhatsApp Business, Google My Business, and Facebook Marketplace successfully increased promotional reach and consumer interaction, while also raising business revenue from approximately IDR 4,550,000 to IDR 5,200,000. The innovation of standing-pouch packaging, featuring a more modern label design, has enhanced product appeal and strengthened brand identity. Although challenges such as limited internet connectivity, digital media management capabilities, and time constraints for promotion arose, these were successfully overcome through guidance and content planning. Project results demonstrate that the implementation of digital marketing and packaging innovation has boosted competitiveness and supported the sustainable development of the MSME Doa Ibu.

Keywords: MSMEs, digital marketing, packaging innovation, SWOT, marketing mix.