

IMPLEMENTATION OF DIGITAL MARKETING TO INCREASE SALES OF MSMES “ABILA FOOD & DRINK”

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Abstract

Digital marketing implementation is one of the marketing strategies that can be utilized by MSMEs to expand market reach and increase sales. However, Abila Food & Drink had not optimally utilized digital marketing. The existing Instagram account was not actively managed, causing promotional activities to remain limited and the marketing reach to be less effective. The novelty of this project lies in the reactivation of the previously inactive Instagram account and the optimization of several digital platforms as marketing media. This project aimed to analyze the marketing, and identify the obstacles and solutions in implementing digital marketing strategies at Abila Food & Drink. The method used was a project method through the stages of planning, implementation, execution, and evaluation. Digital marketing was implemented through Instagram, Facebook, WhatsApp Business, and Google My Business, supported by the preparation of a content calendar and consistent content publication. The results showed that the implementation of digital marketing was able to increase promotional reach and consumer interaction. The Instagram account of Abila Food & Drink gained 26,883 content impressions during the period from March 1 to April 25, 2026. In addition, there was an increase in sales after the implementation of digital marketing.

Keywords: *Digital Marketing, MSMEs, Social Media, Sales, Instagram.*