

THE IMPLEMENTATION OF DIGITAL MARKETING THROUGH THE INSTAGRAM PLATFORM FOR NINA LIZA BENGKALIS DONUTZ

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Abstract

The development of digital marketing has become a crucial strategy for Micro, Small, and Medium Enterprises (MSMEs) to enhance product visibility and increase sales. Nina Liza Bengkalis Donutz is a culinary MSME located in Teluk Pambang Village, Bantan District, Bengkalis Regency, which has begun utilizing social media as a marketing medium. This project aims to: 1) Identify the implementation of digital marketing in Nina Liza Bengkalis Donutz MSME, 2) Develop a conceptual framework for digital marketing implementation, 3) Conduct a SWOT analysis of Nina Liza Bengkalis Donutz MSME, and 4) Identify the challenges and solutions in implementing digital marketing. The project implementation method consists of four stages: preparation, implementation, completion, and reporting. The project was conducted at Jl. Jenderal Sudirman, Teluk Pambang Village, by utilizing Instagram and Google My Business platforms. The results of the project indicate a significant increase in the number of followers and the average number of likes on Instagram. On Google My Business, there was an increase in interaction activities and profile views. Overall, product sales increased within a period of 1 month after the implementation of digital marketing.

Keywords: *Digital Marketing, MSMEs, Social Media, Instagram, Google My Business, Donutz*