

IMPLEMENTASI *DIGITAL MARKETING* PADA UMKM “CIRENG MANG ADE” DI BENGKALIS

Nama : Fitri Nopitasari
NIM : 5103211515
Dosen Pembimbing : Rizqa Arimurti, S.E.,M.Acc

Abstrak

Proyek ini bertujuan untuk mengimplementasikan strategi digital marketing pada UMKM “Cireng Mang Ade” di Bengkalis guna meningkatkan jangkauan pasar dan penjualan produk. Selain itu, proyek ini juga bertujuan untuk menganalisis kondisi usaha serta mengukur efektivitas strategi digital yang diterapkan. Metode yang digunakan meliputi analisis SWOT dan STP untuk memahami kondisi internal dan eksternal usaha. Strategi yang dijalankan mencakup pemanfaatan media sosial (Instagram dan Facebook), pembuatan akun Google My Business, serta penggunaan marketplace Maxim untuk promosi dan pengantaran produk. Dalam pelaksanaannya, proyek ini menyusun kalender konten, menciptakan konten visual dan informatif, serta mengevaluasi interaksi audiens terhadap aktivitas pemasaran digital. Hasil menunjukkan adanya peningkatan visibilitas usaha, pertumbuhan pengikut di media sosial, dan peningkatan minat beli konsumen. Beberapa kendala yang dihadapi antara lain keterbatasan ide konten, rendahnya interaksi awal, serta tingginya persaingan produk sejenis. Solusi yang dilakukan mencakup pencarian referensi konten, peningkatan kualitas visual, dan penjadwalan unggahan secara rutin. Penelitian ini tidak hanya berdampak langsung terhadap perkembangan UMKM “Cireng Mang Ade”, tetapi juga dapat menjadi referensi praktis bagi pelaku UMKM lain dalam menerapkan strategi digital marketing secara efektif dan berkelanjutan.

Kata Kunci: Digital Marketing, UMKM, Media Sosial, SWOT, STP, Google My Business, Marketplace, Konten Digital

“IMPLEMENTATION OF DIGITAL MARKETING IN MSMEs “CIRENG MANG ADE IN BENGKALIS “

Name : Fitri Nopitasari
Student : 5103211515
Advisor : Rizqa Arimurti, S.E.,M.Acc

Abstract

This project aims to implement digital marketing strategies for the MSME “Cireng Mang Ade” in Bengkalis to expand market reach and increase product sales. Another objective is to comprehensively analyze the business conditions and evaluate the effectiveness of digital strategies in supporting MSME development. The methods used include SWOT and STP analysis to understand the internal and external conditions of the business, followed by the formulation and implementation of digital marketing strategies through social media platforms (Instagram and Facebook), the creation of a Google My Business account, and the use of the Maxim marketplace for product promotion and delivery. During its implementation, the project also involved preparing a content calendar, creating visual and informative content, and evaluating audience engagement with digital marketing activities. The results showed improved business visibility, growth in social media followers, and increased consumer interest in purchasing. However, several challenges were encountered, such as limited content ideas, low initial engagement, and intense competition from similar products. To overcome these issues, solutions such as sourcing content inspiration from various references, enhancing visual content quality, and scheduling regular posts were applied. This research contributed directly to the development of “Cireng Mang Ade” and serves as a practical reference for other MSMEs seeking to implement digital marketing effectively and sustainably, especially in areas where the use of digital platforms for promotion remains limited

Keywords: *Digital Marketing, MSMEs, Social Media, SWOT, STP, Google My Business, Marketplace, Digital Content*