

IMPLEMENTATION OF DIGITAL MARKETING IN UMKM KERIPIK PEDAS IBU IYAR

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Abstract

Spicy chips are one of the flagship products produced by the MSMEs "Keripik Pedas Ibu Iyar", marketed both offline and online with the support of digital marketing. In today's digital era, digital-based marketing has become a strategic option for many business actors, as it is considered capable of significantly increasing sales. This study aims to analyze the implementation of digital marketing in promoting spicy chip products and to identify the challenges and solutions encountered during the process. MSMEs Keripik Pedas Ibu Iyar utilizes Instagram Business and the Shopee marketplace as platforms for promotion and communication with consumers. The results of digital marketing implementation show an increase in business turnover and market reach. However, several challenges remain, such as unstable internet connections, limited human resources, lack of understanding of social media, and intense competition among MSMEs. Therefore, it is necessary to improve the digital capacity and literacy of business actors to optimize digital marketing strategies more effectively.

Keywords: Spicy Chips, Digital Marketing, MSMEs, Social Media