

# ***IMPLEMENTATION OF DIGITAL MARKETING IN UCU EMA MSMEs IN BENGKALIS***

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## ***Abstract***

*The purpose of this thesis project is to implement the digital marketing process for the Ucu Ema MSMEs in Bengkalis and apply STP (segmenting, targeting, and positioning), to identify SWOT (strengths, weaknesses, opportunities, threats) as well as to understand the constraints and solutions faced by Ucu Ema MSMEs. This final project uses three methods consisting of project preparation plan, project execution plan, and project completion and reporting plan. The results of this final project implementation show that there has been a significant increase in marketing through digital marketing on social media platforms such as WhatsApp, Instagram (umkm ucuemaa), Facebook (UmkM Ucu Ema), and the Shopee marketplace (umkm ucu\_ema). The challenges faced include difficulties in understanding the content needs desired by viewers. The solution implemented is to follow and comprehend the content needs so that consumers are attracted to purchase Ucu Ema MSMEs products.*

**Keywords:** *Digital marketing, SWOT analysis, STP (segmenting, targeting, positioning), MSMEs (Micro, Small & Medium Enterprises), Marketing mix.*