

DIGITAL MARKETING ASSISTANCE FOR MSMEs ASSISTED BY PHR-POLBENG IN DURI, MANDAU DISTRICT

(CASE STUDY OF TIGA SAUDARA AND AZZAHRA KEMOJO DURI MSMEs)

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ABSTRACT

This research focuses on giving digital marketing help to MSMEs supported by PHR-Polbeng in Duri, Mandau District, notably Tiga Saudara and Azzahra Kemojo Duri MSMEs. Digital marketing has shown to be a transformative instrument for enhancing market reach and competitiveness, particularly among small enterprises in Indonesia. The project intends to provide specialized digital marketing strategies for MSMEs, such as profile films, product catalogs, and social media content management. The implementation of these strategies enabled the MSMEs to enhance their visibility and engage directly with customers through digital platforms such as Instagram, Tiktok and Facebook. The study emphasizes the value of social media in promoting products, lowering marketing expenses, and enhancing consumer connections. PHR-Polbeng offered specialized training and mentorship programs to address challenges such as low digital literacy and infrastructure. The results show a considerable increase in market penetration and consumer interaction, highlighting the relevance of implementing digital marketing in today's competitive business landscape. This study adds to the advancement of successful digital marketing techniques for MSMEs and makes recommendations for future mentorship programs and technological adoption.

Keywords: MSMEs, digital transformation, marketing strategy, social media platforms, product catalog, profile video, PHR-Polbeng, Duri Mandau District.