

**IMPLEMENTATION OF DIGITAL MARKETING IN BASRENG BASGOY
BUSINESS IN BENGKALIS**

Name : Aldo Vika Wiranda
Student ID Number : 5103211508
Supervisor : Tri Handayani, S.E., M.Si

ABSTRACT

This project is entitled Application of Digital Marketing in Basreng Basgoy Business. The aim of this final project is to analyze SWOT (Strength, Weakness, Opportunity, Threats), to analyze STP (Segmenting, Targeting, Positioning), to analyze the implementation of marketing mix strategies, to find out the application of digital marketing in determining the marketing strategy of Basreng Basgoy Business, as well as to find out what problems are occurring and find solutions to problems that occur at the Basreng Basgoy Business in Bengkalis. The final results of this project show that the application of digital marketing at Basreng Basgoy Business has increased significantly by exploring various digital marketing methods that are effective in increasing business growth. The obstacles faced are tight competition and limited content ideas. The solution is to focus on the uniqueness of the product by strengthening the branding of the Basreng Basgoy Business by emphasizing the uniqueness and quality, continuous analysis and optimization by seeking inspiration from various sources for content ideas.

Keywords: Implementation, Digital Marketing, SWOT, STP, Basreng Basgoy Business.