

**DIGITAL MARKETING ASSISTANCE FOR MSMEs
ASSISTED BY PHR-POLBENG IN DURI, MANDAU
DISTRICT (CASE STUDY OF HANY CAKE & COOKIES
MSMEs AND DADANG BERSAUDARA MSMEs)**

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ABSTRACT

The purpose of the MSME assistance program by PT PHR-Polbeng in Duri is to evaluate the effectiveness of digital marketing strategies in supporting the growth of micro, small, and medium enterprises (MSMEs) fostered by PHR-Polbeng located in Mandau District, Bengkalis Regency. This program aims to increase MSME business exposure, attract new customers, and maintain the loyalty of existing customers. In addition, this program provides training to MSMEs to improve professionalism, especially in terms of financial management and creative content production. The approach taken includes the preparation of marketing strategies, the creation of product catalogs, MSME profile videos, and the management of social media accounts such as Instagram, Facebook, and TikTok. This mentoring process involves training on strategies for using social media to introduce products, accommodate input from customers, and increase the online presence of MSMEs.

Keywords: *MSMEs, Digital Marketing, Marketing Strategy.*