

IMPLEMENTATION OF DIGITAL MARKETING IN THE INDAH DONAT MSMEs IN BENGKALIS

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Abstract

This study aims to implement a digital marketing strategy for the MSMEs (Micro, Small, and Medium Enterprise) Indah Donat in Bengkalis to expand market reach and increase sales. The method used is an applied project approach carried out over one month, focusing on the use of digital platforms such as Facebook, Whatsapp Business, Google My Business, and Facebook Marketplace. Promotional content including product photos, videos, customer testimonials, and service information was consistently uploaded on a daily basis. The results indicate a significant improvement in the MSMEs digital presence, customer base expansion, and a noticeable increase in both order volume and sales value. The application of the Segmenting, Targeting, and Positioning (STP) strategy also proved effective in designing targeted promotions, identifying students, housewives, and office workers as the primary target market. Key challenges during the project included limited digital literacy of the Business owner, basic promotional tools, and the short implementation period. Nevertheless, with proper guidance and consistency, digital marketing can be effectively applied. This project contributes a practical and simple digital marketing model suitable for MSMEs with limited resources.

Keywords: *Digital Marketing, Indah Donat, MSMEs, Social Media*