

**DIGITAL MARKETING ASSISTANCE FOR MSMEs
ASSISTED BY PHR-POLBENG IN DURI, MANDAU
DISTRICT (CASE STUDY OF YUK ANGKUT AND RUMAH
JAHIT LESTARI MSMEs)**

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ABSTRACT

This final project is Digital Marketing Assistance for MSMEs Assisted by PHR – POLBENG in Duri, Mandau district (Case Study Yuk Angkut and Rumah Jahit Lestari). The purpose of this final assignment is to find out marketing strategies, marketing mix, constraints and solutions encountered during the implementation process this final project. This final project uses 3 methods consisting of projects preparation plan, project implementation plan, and project completion plan. That the results of the implementation of this final assignment, marketing strategy with segmentation, targeting and positioning methods. marketing mix uses 4p: Method: the product is Pempek Yuk Angkut, the price uses cost plus pricing method, promotion using social media (whatsapp business, facebook and Instagram). distribution of products through intermediaries and direct sales with a delivery order system. The obstacle faced is the difficulty of finding the shop will accept the Pempek Yuk Angkut product because the product's durability is not that high durable. The solution is to implement marketing and promotional strategies social media so that the product sells optimally.

Keywords : *MSMEs, Digital Marketing, Marketing Strategy*