

IMPLEMENTATION OF DIGITAL MARKETING TO IMPROVE THE COMPETITIVENESS OF ROTI BAKAR GOYANG LIDAH MSMEs IN BENGKALIS

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Abstract

This project aims to analyze the marketing mix, implement digital marketing strategies, and identify the challenges and solutions encountered during the implementation process. The methods employed include SWOT analysis, STP (Segmenting, Targeting, Positioning) analysis, the creation and management of a Google My Business profile, social media selection, content calendar development, the production of promotional images and videos, and the utilization of Maxim Merchant as an additional digital marketing platform. The implementation of digital marketing across Instagram, TikTok, Facebook, Google My Business, and Maxim resulted in increased visibility, expanded promotional reach, enhanced consumer interaction, and easier access for consumers to product information and business location details; additionally, sales via the Maxim app increased by IDR 208,000, totaling 10 orders. Challenges faced included feature limitations in the Canva and CapCut applications, difficulty generating engaging content ideas, technical issues with internet connectivity and laptops, and stiff competition. Solutions implemented involved maximizing free features in Canva and CapCut, researching trending content, using alternative networks (mobile data) and other devices (such as smartphones), and highlighting product strengths. This project contributes by providing a structured and sustainable digital marketing strategy for MSMEs to navigate the increasingly competitive digital landscape.

Keywords: Marketing Mix, Competitiveness, Digital Marketing, Social Media, MSMEs