

IMPLEMENTATION OF DIGITAL MARKETING STRATEGIES IN THE MIRA CAKE BUSINESS IN SIAK REGENC

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ABSTRACT

This final project aims to analyze the business condition and implement digital marketing strategies and packaging design innovation for Mira Cake MSME in Siak Regency. The methods employed included observation, interviews, documentation, and program implementation.

The business analysis was conducted using SWOT analysis, Segmentation, Targeting, and Positioning (STP), as well as the Marketing Mix (4P). The results indicate that the MSME's strengths lie in its product quality, distinctive taste, business legality, and customer trust. However, the business still faces challenges in digital promotion and logo design. The implementation of digital marketing through Instagram Business, TikTok Business, WhatsApp Business, Google Business Profile, TikTok Shop, and Shopee Seller successfully increased promotional reach, customer engagement, and business revenue from approximately IDR 550,000 to IDR 1.635.000.

In addition, the development of a more modern logo enhanced the product's visual appeal and strengthened the brand identity. Although several obstacles were encountered, including limited internet connectivity, insufficient digital media management skills, and limited time for promotional activities, these challenges were addressed through continuous assistance and structured content planning. Overall, the results of this project demonstrate that the implementation of digital marketing and packaging design innovation can improve business competitiveness and support the sustainable development of Mira Cake MSME.

Keywords: *Digital marketing, social media, marketplace, marketing mix (4Ps).*