

IMPLEMENTATION OF DIGITAL MARKETING AT MSMEs GUARA

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ABSTRACT

This project aims to implement digital marketing strategies for MSMEs GUARA, a modern snack business located on Jl. Arif Rahman, Bengkalis District, which still relies on conventional promotion methods resulting in limited market reach. The project was conducted from February to June 2026 using descriptive qualitative methods through observation, interviews, and documentation. The implementation results include the creation of Instagram and TikTok social media accounts, Google My Business creation, social media content calendar development, promotional content creation, and selection of Maxim as a digital marketing marketplace platform, all based on SWOT and STP analysis. The digital marketing implementation successfully increased market reach and consumer interaction, although sales increase was not yet significant. The challenges faced include difficulty in creating interesting content ideas daily and unstable internet connection, which were addressed by seeking creative references from various sources and utilizing stable connection times. This project provides appropriate strategy recommendations for MSMEs GUARA and can serve as a reference for other MSMEs as well as guidance for the government in designing MSMEs training programs.

Keywords : Digital Marketing, Google My Business, MSMEs, STP Analysis, SWOT Analysis, Social Media, Instagram, TikTok.