

IMPLEMENTATION OF DIGITAL MARKETING AT LEMPUK DURIAN RATU ASLI SME IN PASIRAN VILLAGE, BANTAN DISTRICT

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ABSTRACT

This project aims to implement digital marketing at Lempuk Durian Ratu Asli MSME, located in Pasiran Village, Bantan District, Bengkalis Regency, Riau. The main problem faced by the business is the suboptimal use of digital media for promotion, resulting in limited marketing reach and low product recognition. The method used was an implementation-based method through observation, interviews, and direct practice. Before implementation, a marketing mix analysis (7Ps), SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), and STP analysis (Segmenting, Targeting, Positioning) were conducted as the basis for developing a digital marketing strategy. The implementation involved creating a Google My Business profile, preparing a content calendar, creating promotional content, and utilizing Instagram, Facebook, TikTok, TikTok Shop, and Shopee as digital marketing platforms. The results showed that promotional activities became more organized, product information became more accessible, and digital media helped expand promotional reach and increase the MSME's presence. The challenges included the owner's limited understanding of digital marketing, difficulties in producing creative and consistent content, and limited internet connectivity. The solutions included providing digital marketing education, preparing a content calendar as a publication guide, and utilizing supporting applications for promotional content creation. Thus, digital marketing implementation can support effective promotion and sustainable MSME marketing development through digital media.

Keywords: Digital Marketing, Lempuk Durian Ratu Asli, Marketing Mix, MSMEs, Promotion.