

THE IMPLEMENTATION OF DIGITAL MARKETING IN SUPPORTING THE MARKETING ACTIVITIES OF MULTISARI SMES IN PANGKALAN BATANG VILLAGE

ABSTARCT

Multi Sari MSME, located in Pangkalan Batang Village, Bengkalis Regency, produces traditional local products such as fish crackers, shrimp crackers, and sago crackers. Despite having quality products, legal business permits, halal certification, and stable raw material availability, the enterprise still faced limitations in digital marketing practices, resulting in a limited market reach. This community service program aimed to improve the marketing capacity of the MSME through the implementation of digital marketing strategies. The methods employed included SWOT and STP analyses, Google Business Profile development, social media management, content calendar preparation, promotional content creation, and marketplace utilization. The program also involved mentoring and training activities to enhance the partner's understanding of digital marketing tools and techniques. The results showed significant improvements in the partner's knowledge and skills in utilizing digital platforms for marketing purposes. Furthermore, Multi Sari MSME now possesses more structured digital marketing channels, increasing product visibility and creating opportunities to reach a broader market. Therefore, digital marketing has proven to be an effective strategy for enhancing MSME competitiveness, business sustainability, and market expansion in the digital era.

Keywords: Digital Marketing Strategy; Digital Marketing; Google Business Profile; MSMEs; Social Media.