

PENERAPAN *DIGITAL MARKETING* PADA UMKM PRATAMA ICE BOWL

Nama : Safinas
NIM : 5604221043
Dosen Pembimbing : Muhammad Arif, S.Tr., M.Si

Abstrak

Proyek tugas akhir ini dilakukan untuk mengetahui penerapan *digital marketing* pada UMKM Pratama Ice Bowl yang berlokasi di Jl. Lembaga, Desa Senggoro, Kabupaten Bengkalis. Tujuan dari proyek ini adalah membantu pelaku usaha dalam memperluas jangkauan pemasaran serta meningkatkan promosi produk melalui media digital. Metode yang digunakan yaitu analisis *Strengths, Weaknesses, Opportunities, Threats* (SWOT) dan *Segmenting, Targeting, Positioning* (STP). Strategi *digital marketing* yang diterapkan meliputi pembuatan *Google My Business*, penggunaan media sosial *Instagram* dan *Facebook*, penyusunan kalender konten, serta pembuatan konten promosi. Hasil proyek menunjukkan bahwa penerapan *digital marketing* berhasil meningkatkan media promosi UMKM melalui pembuatan akun *Instagram* (Pratama Ice Bowl), *Facebook* (Pratama Ice Bowl), dan *Google My Business* (Pratama Ice Bowl) sehingga informasi produk dan lokasi usaha lebih mudah diakses oleh konsumen. Selain itu, konten promosi yang diunggah secara konsisten mampu meningkatkan interaksi konsumen serta membantu memperluas jangkauan pemasaran usaha. Kendala yang dihadapi selama pelaksanaan proyek yaitu keterbatasan ide dalam pembuatan konten, pengalaman pengelolaan media sosial, serta jaringan internet yang kurang stabil. Solusi yang dilakukan adalah mencari referensi konten dari berbagai sumber, menyusun kalender konten, dan melakukan pengelolaan media sosial secara konsisten agar kegiatan promosi dapat berjalan dengan baik.

Kata kunci: *Digital Marketing*, UMKM, *Media Sosial*, Pratama Ice Bowl, Penerapan.

IMPLEMENTATION OF DIGITAL MARKETING IN UMKM PRATAMA ICE BOWL

Name : Safinas
Student ID Number : 5604221043
Supervisor : Muhammad Arif, S.Tr., M.Si

Abstract

This final project was conducted to examine the implementation of digital marketing for the MSME "Pratama Ice Bowl," located on Jl. Lembaga, Senggoro Village, Bengkalis Regency. The project aimed to assist the business owner in expanding marketing reach and enhancing product promotion through digital channels. The methodologies employed included SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) and STP analysis (Segmenting, Targeting, Positioning). The digital marketing strategies implemented involved setting up a Google My Business profile, utilizing Instagram and Facebook, developing a content calendar, and creating promotional content. The project results demonstrated that the digital marketing implementation successfully enhanced the MSME's promotional efforts by establishing Instagram (Pratama Ice Bowl), Facebook (Pratama Ice Bowl), and Google My Business accounts (Pratama Ice Bowl), thereby making product information and business location details more accessible to consumers. Furthermore, consistently uploaded promotional content helped increase consumer engagement and expand the business's marketing reach. Challenges encountered during the project included limited ideas for content creation, a lack of experience in social media management, and unstable internet connectivity. Solutions implemented to address these issues included seeking content inspiration from various sources, creating a content calendar, and maintaining consistent social media management to ensure effective promotional activities.

Keywords: Digital Marketing, MSMEs, Social Media, Pratama Ice Bowl, Implementation.