

IMPLEMENTATION OF DIGITAL MARKETING IN “UMKM HERJAMU”

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Abstract

The final project is to implement digital marketing strategies for the HerJamu micro, small, and medium enterprise (MSME) to expand market reach and increase sales of traditional herbal drinks. HerJamu is an MSME based in Pangkalan Jambi Village, Bengkalis Regency, producing herbal beverages made from natural spices. The methods used in this project include SWOT analysis, marketing mix (4P), and the STP approach (Segmentation, Targeting, Positioning). The digital marketing strategy was applied through the creation of a Google My Business account, the selection of media sosial platforms (Instagram and Facebook), the development of a content calendar, and the production and publication of promotional content over the course of one month. The results showed increased audience engagement based on media sosial insights, greater brand awareness, and growing interest from customers outside the local area. The analysis also noted that consistent and informative content strategies can build trust and significantly broaden market reach. Challenges encountered included limited human resources and digital literacy, which were addressed through training and direct assistance. This project not only supports HerJamu's digital transformation but also provides a practical reference for other MSMEs looking to adopt digital marketing as a business development strategy. Therefore, this study contributes to government efforts in promoting MSME digitalization in Indonesia.

Keywords: Digital Marketing, Media sosial, STP, SWOT, Herjamu MSME.