

ABSTRACT

This study aims to understand the efforts of culinary cluster MSMEs in Cimahi City to survive during the Covid-19 pandemic through digital marketing. The research includes factors that influence the decision to use digital platforms based on the TOE Framework, digital marketing activities, business performance, digital marketing constraints, and recommendations for stakeholders in optimizing digital marketing. The methodology of this research is qualitative, with a case study strategy. This study obtained the data through in-depth interviews and FGDs with 10 Culinary MSMEs owners and four representatives of the Cimahi City government. The results showed that informants had adopted digital platforms, but employee skills indicators hindered the decision-making process. The implementation of digital marketing and business performance could have been more optimal. Therefore, the main barrier to digital marketing activities is the limited capacity, capability, and number of HR in the organization that can market digitally. Hence, the proposed recommendations are improving digital literacy and stakeholder collaboration through training, mentoring, and labor assistance

Keywords: Cimahi City, Covid-19, Digital Marketing, Digital Platform, MSMEs, TOE Framework.