

ABSTRACT

The government recognizes that the Indonesian economy is highly supported by its MSMEs. Therefore, the development of MSMEs has become a matter of particular concern to the government. In the digital era, especially since the Covid-19 pandemic which has shifted many core activities online, social media has become an important thing for society. Business actors such as MSMEs must also follow these developments, especially from their marketing side. This study aims to examine the practice of digital marketing content from one of the MSME business actors, namely Cabijab. The research method used is a qualitative approach with a descriptive-interpretative method with qualitative data analysis on the Miles and Huberman model. In this study, data collection techniques were conducted through interviews, documentation and literature studies.

The implementation of digital marketing content of Cabijab MSMEs is very important. Increasingly high competition in business, business actors cannot continue to be passive. This statement is closely related to the BUMN Creative House (RKB) which houses many MSMEs, including Cabijab, which always guides them with training. The results of this study indicate that the behavior of UMKM Cabijab still needs to be developed, especially in their awareness of the importance of digital marketing content. In practice, there are many aspects and factors that need to be considered in creating content, therefore, UMKM Cabijab is still an MSME that requires guidance and training regarding this matter.

Keywords: Content, Digital Marketing, SMEs