

ABSTRACT

This research takes the title of "Analyze the Implementation of *E-Commerce* on Keykey Frozen Food Cimahi UKM 2018" The purpose of this research is for the implementation of e-commerce that serves as a media campaign and electronic sales, and know the obstacles faced in implementing e-commerce. The type of research conducted is qualitative descriptive. This study took a case study on SME Keykey Frozen Food in Cimahi City. Source of data obtained is through primary data source and secondary data source. The technique used by researchers is to use observation, interviews, and documentation. The results of the implementation of e-commerce applications on SMEs will help SMEs products to be known more widely by the community and can provide information in detail and quickly to customers. Based on the results of this study is expected to help SME Keykey Frozen Food to obtain maximum results and can compete.

Keywords: Marketing Management, E-Commerce, SME