

ABSTRACT

Frozen processed food is a familiar term for the community. Nowadays frozen processed foods are very popular because the way of cooking is fairly practical. In addition, many emerging food businesses are utilizing internet technology to advertise their products. One of them, social media is also an option for businesses to advertise this product. Food businesses should pay attention to the usefulness of the internet in accordance with their target market.

The research with the title "Analyze The Implementation of E-Commerce in Sutan Frozen Food Tegal UMKM 2021" has the purpose of how the application of e-commerce can serve as a medium of promotion and electronic sales, as well as to know what obstacles faced in implementing it. This type of descriptive research qualitative approach. The data source obtained is through the primary data source and the secondary data source. Data collection techniques are conducted using observations, interviews and documentation. Through marketing by utilizing the application of e-commerce is expected to attract many consumers with the aim to increase consumer demand for frozen food products so as to increase the sales turnover of UMKM Sutan Frozen Food. The results of the study explain the stages of how to uses local e-commerce and the addition of digital payment methods using QRIS so that payment transactions become faster, safer and easier.

Keywords : E-Commerce, Social Media Marketing