

ABSTRACT

Micro, Small and Medium Enterprises (MSME) is one form of business that is currently capturing the attention of various parties. One of them is MSME Sutan Frozen Food, which is a distributor of frozen processed food in Tegal City. With the development of the times, many food businesses have emerged that use internet technology to access the purchase of their products. One of them, the use of e-commerce is also an option for business people to make sales. This study aims as a food business person must pay attention to the use of the internet in accordance with its target market and utilize e-commerce as a sales medium.

In this study, the authors used the data collection method, namely triangulation, in which the contents were in the form of interviews, observations, and documentation. The usefulness of the data collection method carried out by the author is to obtain information and a variety of data that allows for analysis which aims to solve the problem formulation that occurs in Sutan Frozen Food MSME.

The results of activities in research on SMEs Sutan Frozen Food, namely the creation of a Shopee e-commerce digital sales process by making Linktree as a liaison between Instagram social media marketing media and Shopee e-commerce sales media. As well as editing the information content that Sutan Frozen Food is available on Shopee e-commerce on his Instagram account. It is hoped that MSME Sutan Frozen food can use it as much as possible so that it can expand its sales reach, increase consumers, increase sales and its products are known by the wider community and create more creative content about selling frozen processed food products on social media and e-commerce.

Keywords: MSME, Sales Process, E-commerce