

ABSTRACT

The rapid development of digital science and technology has changed the way of doing business in the food and beverage business sector. Companies that tend to not be aware of this development quickly enough and will lose out to those who adopt faster communication media. Especially now that consumers are rapidly changing and shifting, so companies are increasingly required to quickly adapt to consumer conditions and demands. This study aims to create a strategic business strategy model for MSMEs in the culinary field in the city of Bandung. This research was conducted with a descriptive qualitative method approach with a case study approach. In the process of making digital business strategies through analysis of the marketing environment (internal and external), the SWOT method, identifying product benefits and target audience insights, Contact Point Management, AISAS and the data are implemented in Waroeng Soejo's Digital Marketing Communication Strategy.

Keywords: MSMEs, the digital era, consumer behavior, marketing communication