

ABSTRACT

In the current digital era, MSME actors will need the right information technology to be able to grow and compete in the current digital era. MSME actors find it difficult to find the right information technology solutions. Digital marketing has become one of the media that is often used by business actors because of the new ability of consumers to follow the flow of digitalization, some companies are gradually starting to leave the conventional marketing model / and switch to modern marketing. The application of digital marketing is very beneficial for market development because it is online so it can reach a wider market than conventional marketing.

This study aims to determine the impact caused by the COVID-19 Pandemic PPKM on MSMEs in Tasikmalaya, as well as digital marketing strategies in helping MSMEs to survive and develop business during the implementation of the Covid-19 pandemic PPKM in Tasikmalaya.

The phenomena in this study were explored using the case study method. Data collection techniques are in-depth interviews, observation, and secondary data collection. The resource persons involved were 7 (seven) perpetrators of Rajapolah Tasikmalaya Handicraft SMEs. Resource persons for MSME actors will be interviewed about the digital marketing business strategy and the impact of Covid19.

The strategy that can be carried out by MSME business actors in Tasikmalaya, especially in the Rajapolah handicraft sector is to carry out the first sales strategy with the E-Commerce system, namely a product sales or purchase strategy that is carried out especially for MSME business actors from one company to another by utilizing technology, namely computers, the second with digital marketing (Digital Marketing) where business actors promote their trademarks through digital media and internet networks and MSME business actors use social media such as Instagram, Whatsapp, Facebook, and other social media to make it easier for consumers to reach . The two main strategies are very influential for MSME business actors, especially in the Rajapolah handicraft sector.

The results of this study are expected to be used as an evaluation of the digital marketing business strategy. In addition, this research can be used as a direction in increasing understanding of digital marketing strategies.

Keywords: business strategy, digital marketing, MSME