

ABSTRACT

Digitalization has developed very quickly in this modern era, not limited to one sector but digitalization has entered various sectors of our lives, digitalization is carried out to increase efficiency and effectiveness in everyday life, including the business sector. The low digital literacy of micro-entrepreneurs hinders the progress of MSMEs in industry 4.0, this is what makes MSME business actors not yet Go Digital. In this study, researchers used an interpretive paradigm to apply interpretations of marketing communication activities used by Muslim fashion micro-enterprises Griya Raditya through social media and e-commerce. Thus the researchers carried out the method of collecting data with in-depth and interactive interviews in order to gather information so that the data obtained was complete and saturated. The results of this study are that in implementing the 8 steps that the researchers made as the unit of analysis in this study proposed by Clow and Baack, UMKM Griya Raditya has carried out all the steps.

Keywords: *Digitalization, MSMEs, Marketing Communications*