

ABSTRACT

Digitalization presents a significant influence in building relationships between marketers and customers. Thus causing many marketing businesses to switch from conventional to digital which is more interactive between producers, marketers and potential consumers. The market share in Indonesia, which is controlled by micro, small and medium enterprises (MSMEs), which is in line with the number of non-business sustainability due to lack of innovation from business actors, has caused the Indonesian Government to hold a go-digital MSME program. Batik Hasan is one of the micro-businesses that are incorporated in the development of Rumah Kreatif BUMN to get empowerment in digital marketing and is under the Telkom University Innovation Diffusion Program. This study aims to find out and describe how communication on digital marketing activities that have been carried out by micro-entrepreneurs. The method used in this study is a descriptive qualitative method with an interpretive paradigm and data collection through interviews, observations, documents and structured. The results of this study show how digital marketing activities carried out by Batik Hasan micro-entrepreneurs to reach their consumers. Batik Hasan only has Instagram and Whatsapp social media that are active to interact with its loyal consumers so it has not implemented all the keys in digital marketing activities. Based on these shortcomings, researchers suggest microenterprises to have a special team in the field of marketing to learn more about communication in digital marketing activities and be able to implement it well. So that Batik Hasan MSMEs can reach new consumers with different markets.

Keywords: *communication, digital marketing activities, microenterprises, digital media*