

## **ABSTRACT**

*The development of MSMEs in Indonesia requires innovation and strategy in product marketing to achieve success and stability of MSMEs in facing the industrial revolution 4.0. Digital Marketing is one of the marketing strategies by utilizing digital platforms to promote products or services. FRAY's Snack is a micro, small and medium enterprise (MSME) engaged in the production of traditional snacks in Pati. FRAY's Snack offers a variety of typical Indonesian snacks, including Elephant Ears and Onion Sticks which have become favorite snacks of the local community. The problem faced by FRAY's Snack MSMEs is that product packaging is still simple and product marketing is still traditional so that product promotion has not been realized optimally. The method used in this research is descriptive qualitative, employing data collection techniques such as observation, interviews, and data reduction. This study focuses on optimizing the packaging and Instagram platform of UMKM FRAY's Snack for advertising purposes. The results of this final project can be concluded that the optimization of FRAY's Snack packaging development is to launch a new practical packaging design using modern graphic elements, a combination of bright colors, interesting product information and values. FRAY's Snack also promotes on Instagram using interesting visual content and interactive strategies to communicate with potential customers and disseminate information about FRAY's Snack MSME products to the wider community. The existence of engagement, likes and positive responses to the content proves an increase in the FRAY's Snack MSME marketing strategy.*

*Keywords: Packaging, Instagram, Digital Marketing*