

ABSTRACT

MSMEs have a great role and potential in improving the Indonesian economy and are even referred to as important pillars of the Indonesian economy. MSMEs can absorb up to 97% of the workforce. However, the large potential and role of MSMEs cannot be separated from the problems faced, namely the lack of knowledge about digital marketing, product packaging that is still minimal, and lack of innovation. Therefore, a solution was created, namely SMEsPedia which is a platform to facilitate MSMEs in the form of All in One Services with the features it has, namely SME Marketplace, SME Branding, SME Community, and SME Education. The author acts as the Chief Marketing Officer whose job is to introduce SMEsPedia to the public by making marketing strategies. The author makes a poster promotion media as a promotional medium to introduce SMEsPedia to the public. In addition, the author also acts as an admin in the re-design of MSME packaging and logos and conducts research to make a journal article with the title "Motivating Factors for MSMEs in Bandung Regency in Adopting Social Media".