

ABSTRACT

During the pandemic, internet users, especially on social media in Indonesia, increased quite a lot. This certainly brings changes in carrying out marketing strategy activities for MSMEs, because social media is one strategy that is considered quite effective during the pandemic, so MSMEs feel this has an unpleasant impact because it requires adapting to existing digital developments to keep pace with rapid technological developments by changing marketing strategies and taking advantage of the digital space to be able to expand the consumers and also build the business online to not be left behind by competitors. Unfortunately, there are still many MSMEs who are unable to adjust to a pandemic situation, some MSMEs feel that they lack knowledge in digital competitiveness and are unable to understand the spread of digital marketing information. The method used in data collection is qualitative, which consists of interviews, literature studies, and observations and is analyzed using a comparison matrix. This design aims to be an alternative media that provides information related to digital marketing strategies through social media for MSMEs affected by Covid-19.

Keywords: Information Media, MSMEs, Social Media Marketing